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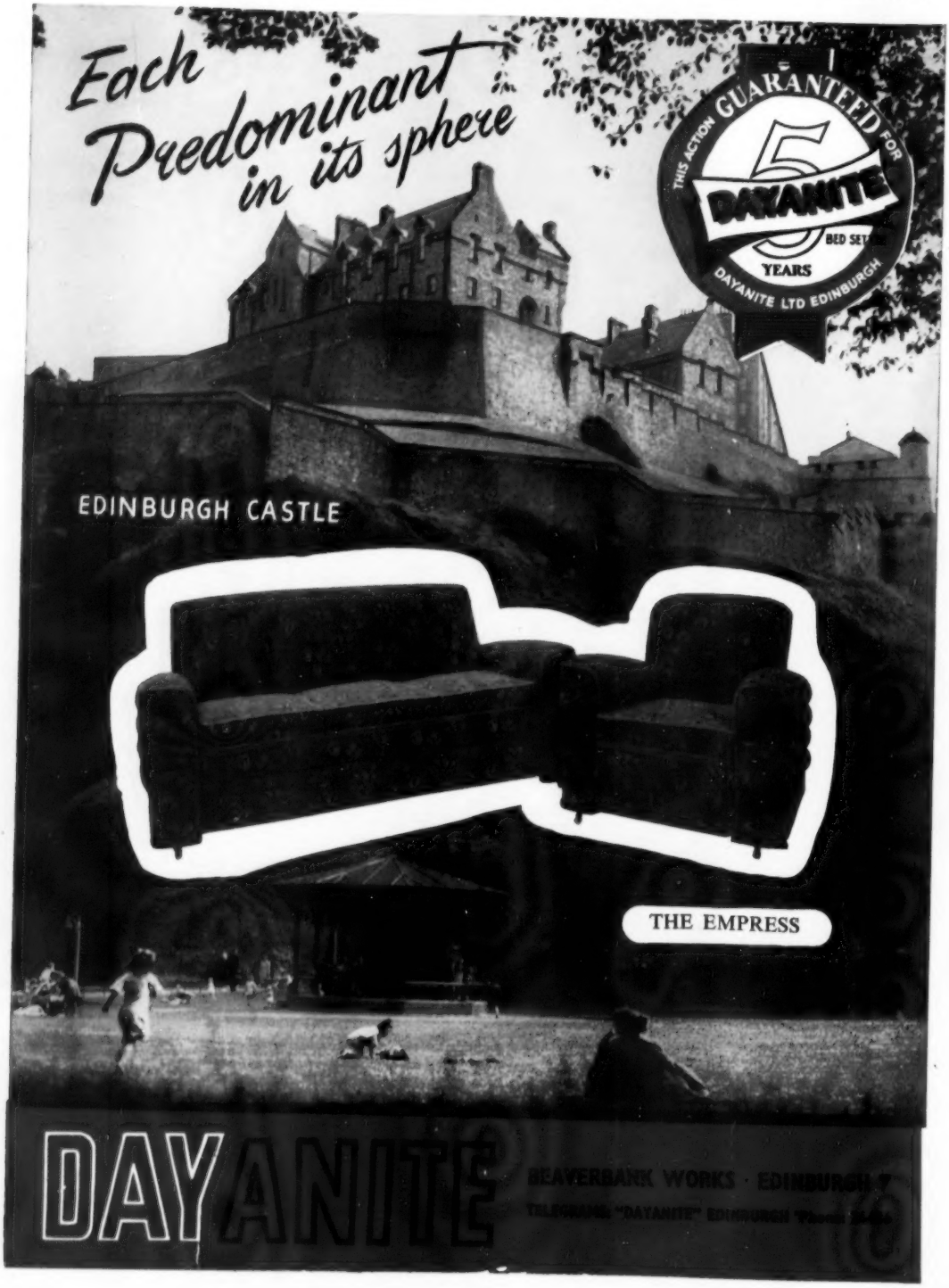
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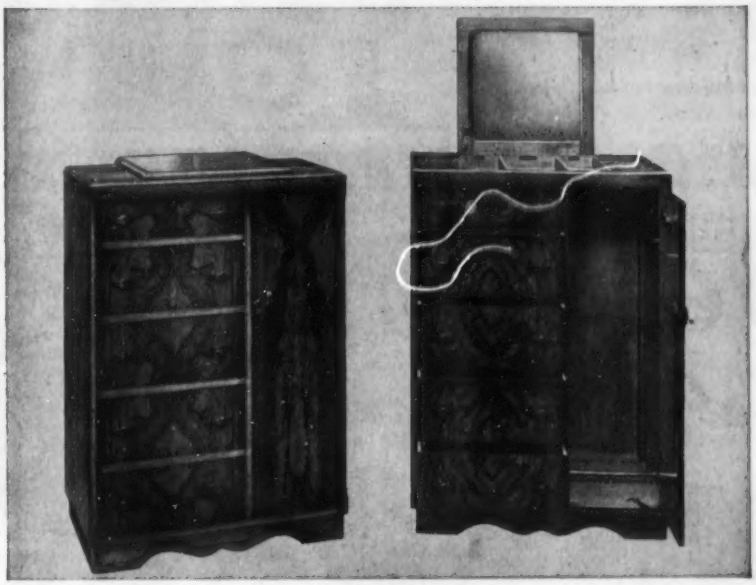

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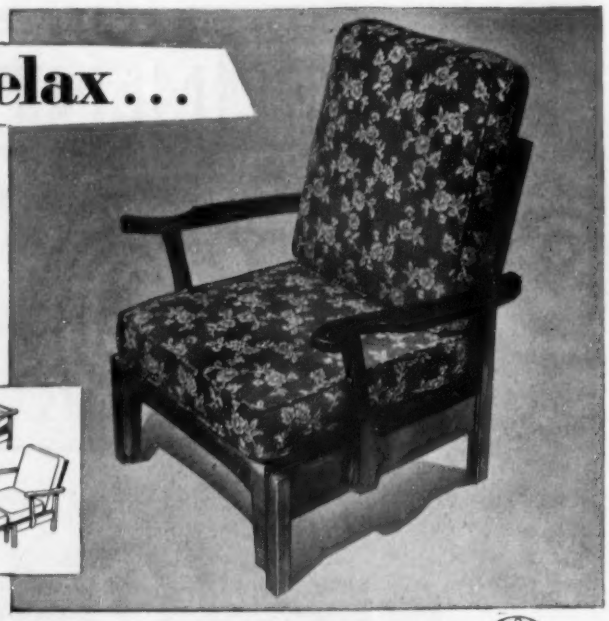

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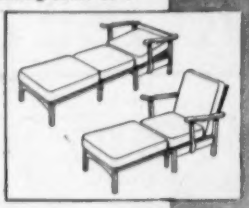

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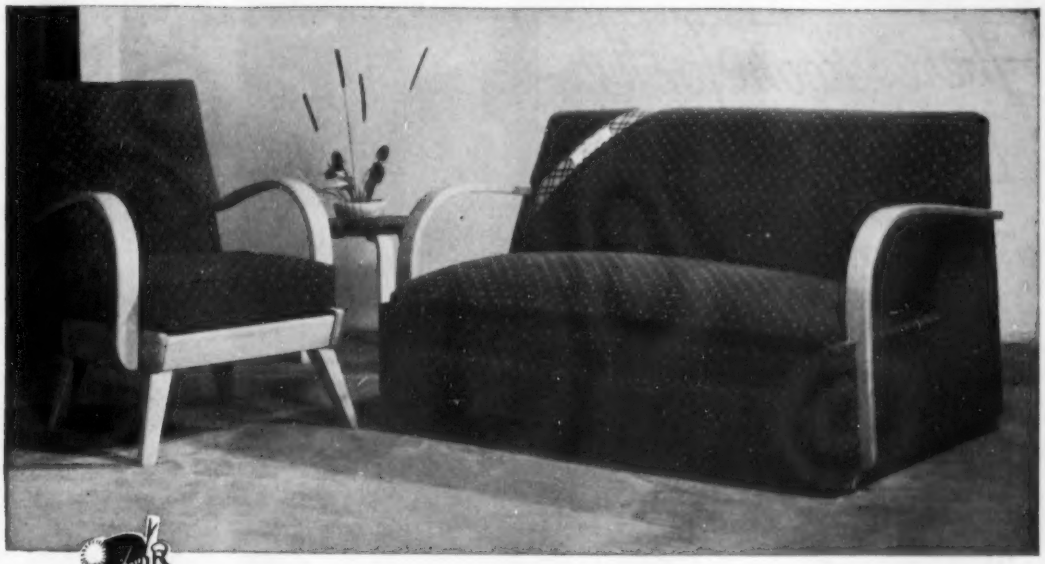

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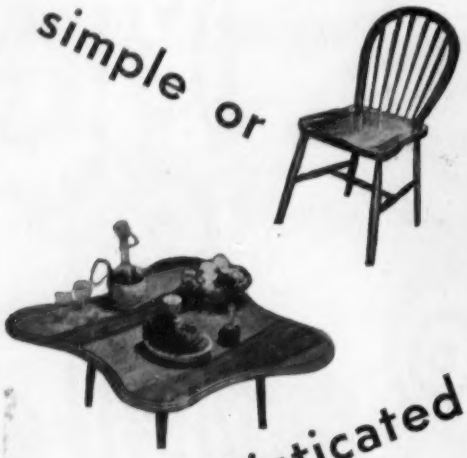

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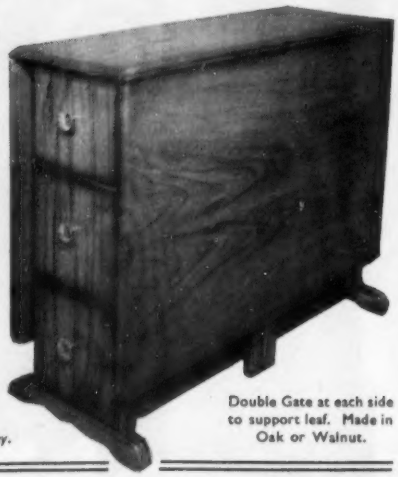

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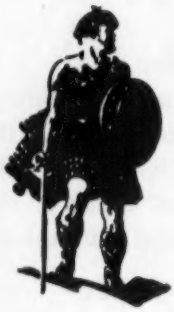

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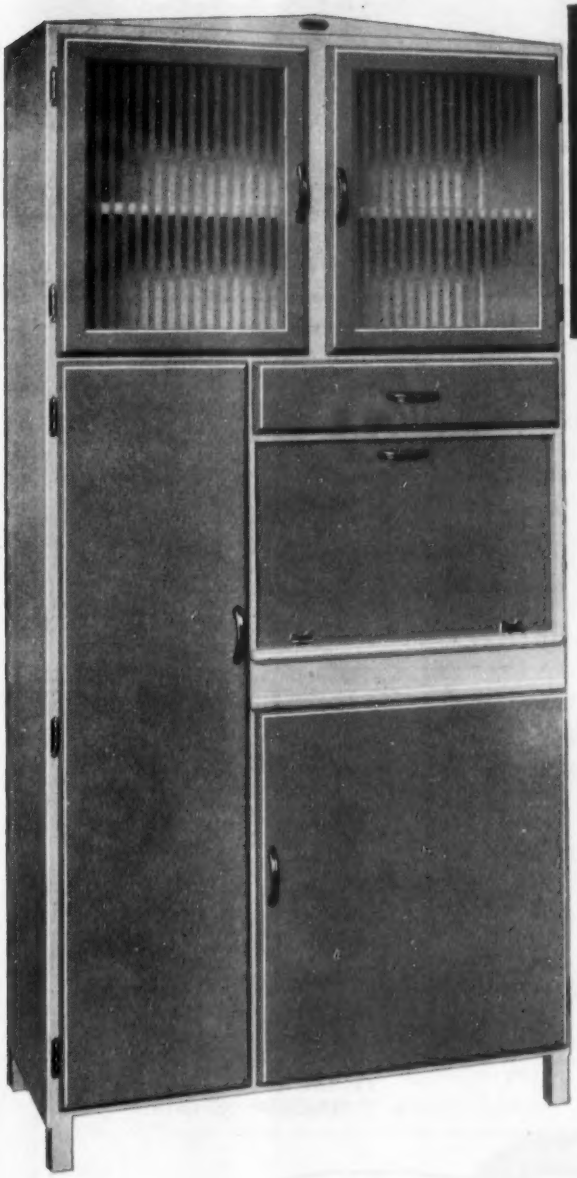

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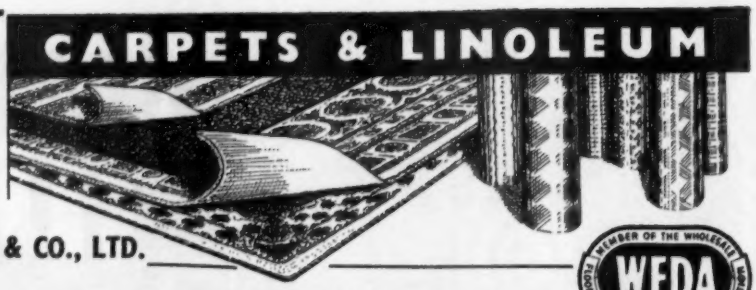

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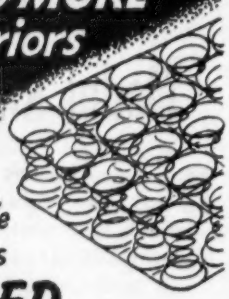

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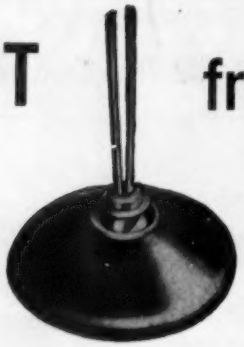

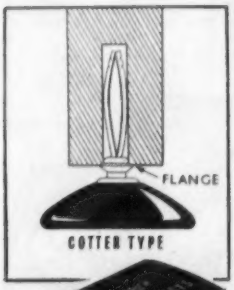

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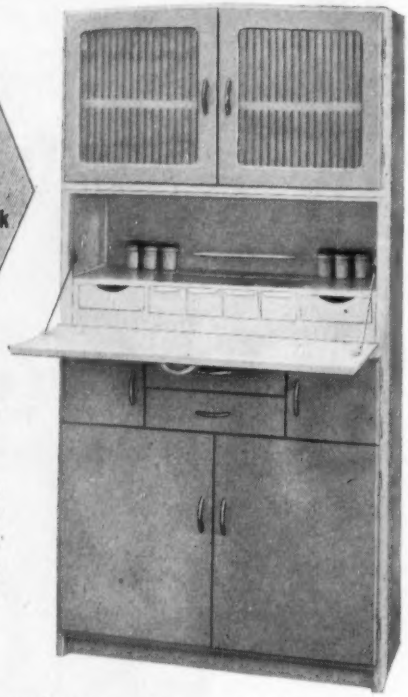

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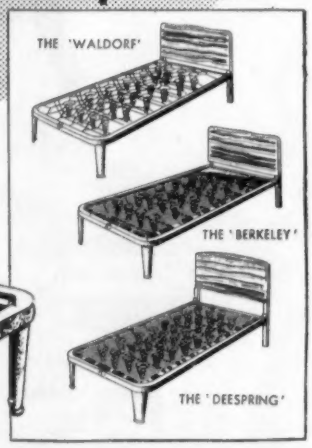

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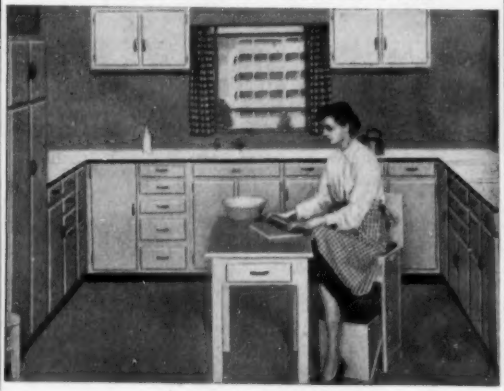

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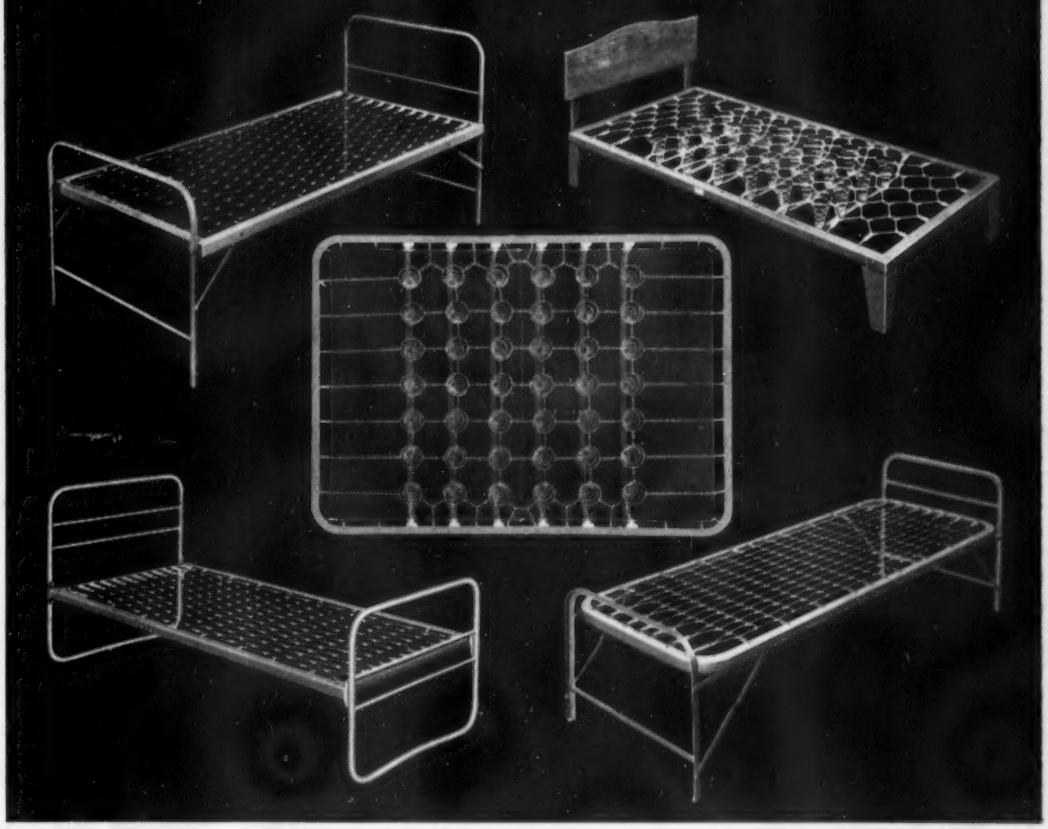

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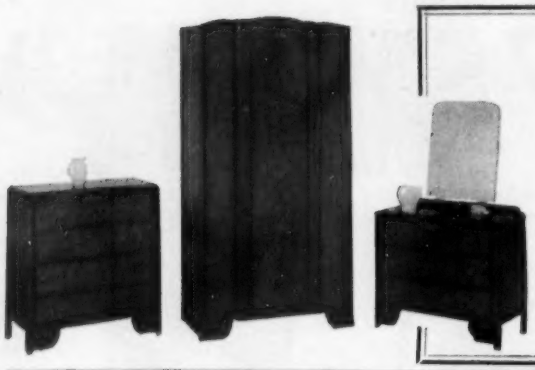

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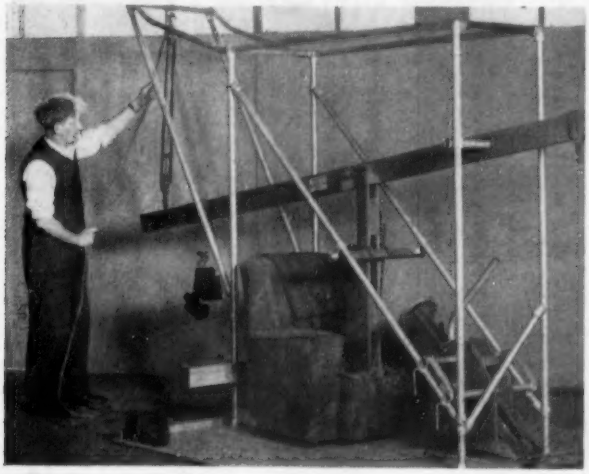

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Furnishing World

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Michael Nairn Now Control Petmar Industries

Needleloom Carpet Firm Will Retain Identity

AGREEMENT has been reached between Michael Nairn Co. Ltd., linoleum manufacturers, Kirkcaldy, and Petmar Industries Ltd., Batley, Yorkshire, whereby Michael Nairn & Co. Ltd., take a controlling interest in Petmar.

Michael Nairn & Co. Ltd., is an old-established firm with world-wide interests, manufacturing linoleum and other types of hard surface floor-covering. and, by taking control of Petmar Industries Ltd., they now enter a competitive field which is in line with their own productions. Petmar Industries Ltd., have developed the now well-known "Raymar" needleloom carpet.

It is understood that Petmar Industries Ltd., will continue to run as a separate company and will market their products under their own name. Mr. P. L. Marbach, F.R.S.A., their present managing director, will remain in office and Sir Robert Spencer-Nairn, Bt., Brigadier W. C. Gordon Black, O.B.E., M.C., and Mr. M. Alistair Spencer-Nairn will join the new Board.

£100,000 FOR SCHOOL FURNISHING

AT the request of the Lancashire Education Committee, the Lancashire County Finance Committee has recommended the County Council to authorise application for sanction to borrow more than £100,000 for furnishing schemes at 19 schools in the county.

The largest expenditure for "furniture and equipment" is envisaged at Widnes College of Further Education and amounts to £45,946. Other schemes include £12,765 for furnishing at Stretford St. Mary's R.C. Secondary School and £10,697 at Crosby St. Bede's R.C. Secondary School.

Big Blaze At Stroud Carpet Mills

THOUSANDS of pounds worth of damage was caused on Wednesday of last week when fire swept rapidly through a four-storey building at Stroud, Glos, used as a spinning mill by T. Bond Worth and Sons, Ltd., carpet manufacturers.

When the fire broke out late in the afternoon about forty men and women employees rushed to safety as the flames, fanned by a strong breeze, spread quickly.

While The Shareholders Were Meeting

The fire broke out in a wool tearing machine on the ground floor of the building while the annual general meeting of the company was being held at Stourport, Worcestershire.

In their battle with the intense heat, dense smoke and falling masonry a number of firemen who had raced to the blaze from many parts of Gloucestershire, suffered minor injuries.

Some sixty people are temporarily out of work as a result of the fire and the loss of yarn is bound to have a limiting effect on production for a short time.

Sixth Midland Branch For Dale, Forty: And Four More Soon

DALE, Forty have opened their sixth furnishing branch in the Midlands at 182 High Street, West Bromwich.

Mr. S. Gould moves from the New Street, Birmingham, store to take over as manager at West Bromwich. Before joining Dale, Forty seven months ago, Mr. Gould was a manager with the G.U.S. organisation for four years, and spent sixteen years as manager for James Broderick & Co.

Other Dale, Forty shops are due to be opened shortly at Wolverhampton, Bilston, Walsall and Dudley.

BIF Will Be Home AND Export

SIR ERNEST GOODALE, chairman of B.I.F., Ltd., announces that the emphasis of the 1955 British Industries Fair, to be held at Olympia, London, and Castle Bromwich, Birmingham, from May 2 to 13, will be on goods for both home and export, and not almost exclusively on exports.

The concentration of the London section of the Fair at Olympia is part of the new company's policy of providing in London a better planned display, differing somewhat from previous years, when the section was divided between Earls Court and Olympia.

Loyds Retailers, Ltd., who now have more than 50 branch stores in the Northern Counties and the Midlands, have opened their latest furniture store at 100-102 St. Sepulchre Gate, Doncaster.

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H.P. Freedom Brings Boom Sales In TV, Radio—Report Scots

A TREMENDOUS boom in business in Edinburgh has followed the relaxation of hire purchase restrictions. The sales of television sets, radiograms, vacuum cleaners, washing machines and furniture have soared over the past few days. Some shops are breaking all previous sales records.

Although furniture is not affected to any extent by the easing of restrictions most furniture shops in the city report that they have had their "best selling days for several years."

The manager of a shop in the centre of the city said: "We have been selling TV and radiograms like hot cakes. It seems we are definitely heading towards a shortage unless our manufacturers can give us more."

Edinburgh is expected to rank as the No. 1 buying-boom centre in Scotland when the initial rush figures are studied.

Mr. J. Calderwood Miller, president of the Scottish Chamber of Trade, said the easing of restrictions was the best news retailers had had for years.

New Leaders For Felt And Fibre Makers

The newly elected chairman of the National Association of Upholstery Felt Manufacturers is Mr. H. S. Nuttall, Cotton Felt Products, Ltd., Livsey Street Mill, Elton, Bury.

The vice-chairman is Mr. J. H. Hill, Platt & Hill, Ltd., Beehive Mills, Lamb Street, Oldham.

The chairman of the National Association of Upholstery Fibre Processors is now Mr. W. M. Black, Harrison & Jones, Ltd., Purax Mills, Vauxhall Road, Liverpool, 5.

The vice-chairman is Mr. Leslie Benest, Rapido Padding & Curled Hair Manufacturers, Ltd., Angel Works, Angel Road, London, N.18.

New 'Put-u-Up' Factory

Expansion by Greaves and Thomas, Ltd., furniture manufacturers, is taxing production capacity even though in recent years additional factory space has been acquired at Bolton and Stroud.

The directors have therefore made a bold decision to erect a modern factory at Harlow New Town which will integrate the activities carried on at present in three London factories.

This project will, of course, take some years to complete and in the process may involve some disturbance to production; but ultimately the lowering of costs should result from improved manufacturing methods.

Furnishing fabrics, presented by the British Man-made Fibres Federation to Christ Church, Oxford, are studied by a group of textile experts after the opening of the Federation's Summer School last week. Left to right: Mr. P. C. Kirkpatrick (Imperial Chemical Industries Ltd. [Terylene Council]), Mr. A. N. de Their, (chairman and managing director, Balstone, Cooke & Rayonese Ltd.), Mr. L. St. John Tibbitts (director, Warner & Sons Ltd.), Mr. E. R. Markwell (development officer, Fothergill & Harvey Ltd.)—Exclusive "World" picture.

Link-Up With Ads. During The Carpet Campaign

DURING the week ending July 17 advertisements in connection with the British Carpets Promotion Campaign appeared in "Woman" and "Picture Post." They also appeared in the July issues of "Ideal Home," "Good Housekeeping" and "Homes and Gardens."

No advertising will appear in August. During the week ending September 11 advertisements will be placed in the same periodicals.

This information is given to help retailers who may wish to tie in with the advertisements with special window displays.

The next carpet training sales courses will be: Stoke-on-Trent, July 21, North Stafford Hotel, 9.15 a.m.; Liverpool, July 22, Adelphi Hotel, 9.15 a.m.; Plymouth, July 29, Duke of Cornwall Hotel, 2 p.m.

The subjects in the courses are: The Call for Salesmanship; Knowing the Right Carpet for the Job; The Influence of Colour and Design; Success in Salesmanship; and the speakers will be Mr. Charles Knights, Mr. B. Jacobs of The Solent Carpet Co., Ltd., Mr. J. H. Mellors of Carpet Trades, Ltd.

Enrolment details can be had on application to Carpet Sales Training Courses, International Wool Secretariat, Dorland House, 18-20 Regent Street, London, S.W.1.

Rubberised Hair Is Hard To Test

USE of rubberised hair as filling material is puzzling local council officials responsible for making inspections under the Rag Flock and Other Filling Materials Act.

They are at present unable to test this material as the outer layer of rubber is attacked by one of the chemicals normally used in the impurities test.

Drawing attention to this in his annual report, Dr. F. R. O'Shiel, medical officer of health to Stepney Borough Council, writes:

"Rubberised hair is quite a recent innovation, and at the moment the danger of second-hand material being used is fairly remote.

"By virtue of the rubber covering, the material itself is exempt from the Act.

"Should the use of such a filling material become more common, an amendment will, no doubt, be framed to bring it within the Act."

"Big Orders" For New Co-op. Suite

A BIG attendance of London District Co-operative furnishing managers and officials inspected the new C.W.S. "Enfield" bedroom suite at Leman Street Hall, London, on Tuesday of last week at the invitation of the C.W.S., who announced that the suite had been produced from the design and suggestions of the panel appointed by the Co-operative Councils some time ago.

It retails at £59 19s. 6d., and is produced specially to co-ordinate retail society demand. Said Mr. W. P. Dodd, C.W.S. director: "We are intensely interested," and added that the Board hoped that the experiment would be consistently successful.

Orders for 298 suites were taken at the meeting, taking up the present production, but in three weeks time a further 250 would be ready.

11 Men Seek Post As Union Organiser

SIX members of the staffs of High Wycombe firms are among eleven members of the National Union of Furniture Trade Operatives now nominated for the post of N.U.F.T.O. District Organiser for the mid-south and south-east counties, to succeed Mr. Charles Ward, of High Wycombe, who has resigned following his appointment as lecturer at High Wycombe's new Technical College.

The six Wycombe nominees are Mr. V. Ives of Dancer & Hearne Bros., Ltd.; Mr. A. Boyles and Mr. A. J. Humphrey, of William Birch, Ltd.; Mr. R. Brine, of G. H. & S. Keen, Ltd.; Mr. A. J. Darvill, of Birch & Alpe, Ltd., a member of the Furniture Development Council; and Mr. P. Essex, of Parker-Knoll, Ltd.

The other nominees are Mr. G. Miles, of Dover, Mr. S. Dennett, of Bournemouth, Mr. F. Jackson, of Brighton. Mr. G. Pierce, of Tonbridge, and Mr. W. Piercey, of Redhill.

Acceptance of nomination must be notified by the end of July.

New Soft Furnishing Dept.

A new soft furnishings department, displaying quality fabrics only, was opened in Adelaide Street, Bolton, by Rutland Mills. the Daubill, Bolton, furnishing firm.

A new bedding department has also been recently opened by the firm.

Pooles are opening a new branch furnishing store in Church Street, Preston.

Wades Open Big Manchester Furnishing Store

Pictured on the staircase leading to the first floor. Left to right: Mr. R. H. Wade, Mr. G. Dubber, Mr. H. Freeda, Mr. W. Dixon and Mr. P. K. Kelsey. All are directors of Wades Furnishing Stores, Ltd., except Mr. Dubber, who is manager of the new Manchester store.

A THREE-STOREY furnishing store, opened by Wades Furnishing Stores (Manchester) Ltd., in Oldham Street—Manchester's "Street of Furniture"—covers an area of 20,000 square feet. At one time the premises were used as a roller skating rink, and the total cost of re-building is estimated to be in the region of £30,000.

Attractively laid out in modern design, the store has a fully-stocked furnishing department, a "Sleep Shop," carpet and china departments. Egg-crate daylight lighting is a feature of the carpet department.

The entire decor has been effectively executed on modern lines, with the three floors constructed and laid out on a contemporary approach, with contrast colour and the broken wall treatment.

One mile of linoleum and half-a-mile of runner carpet has been fitted.

Mr. G. Dubber, who was formerly with Harrison Gibson, London, has been appointed manager.

Film stars Peggy Cummins and John Gregson performed the opening ceremony last Friday arriving at the store in "Genevieve," the veteran two-seater 1904 vintage "Darracq" car.

Furnishers Double Showroom Space And Extend Merchandise Scope

OVER the past six years the furnishing business of Johnson Bros. (West Bromwich), Ltd., at 26 St. Michael Street, West Bromwich, has increased considerably, although a continual handicap has been lack of showroom space.

When fire completely destroyed the warehouse at the rear of the premises a few months ago, it did not look as though the problem would be eased.

The managing director, Mr. P. W. Jones, and Mr. G. W. Biddle, manager, thought differently, however. The rebuilding gave them an excellent opportunity to extend the ground floor showrooms, thus gaining space so urgently needed.

Their plans were passed at the July meeting of West Bromwich Borough Council, and the alterations are now in progress.

They will give a floor length of approximately 70 feet, instead of the present 35 feet. The remainder of the floor will be taken up by offices.

Mr. Biddle told a *Furnishing World* reporter: "The alterations will give our customers more comfort in making their selection, and will enable us to include new sections for New Elizabethan and reproduction lines. These will be new departures for us."

Mr. Biddle added that he hopes the alterations will be completed by August 23 at the latest.

Big Factory Extension Plans At High Wycombe

WITH business still brisk, even at a time of normal decline in demand, more High Wycombe firms are planning extensions and improvements to their premises to enable them to step up production.

W. Davis, Ltd., are to carry out extensions to their factory at Suffield Road, High Wycombe, and additions to their factory at Beech Road, Wycombe Marsh, are also to be undertaken by the Firview Furniture Co., Ltd., who have had encouraging success with their marketing of a new design of ironing board.

E. Gomme, Ltd., are carrying out improvements at both their High Wycombe factories—at Leigh Street and at Spring Gardens.

Joynson Holland & Co., are to extend their office accommodation at their new factory at Gomm Road, Wycombe Marsh, and a programme of improvement by Barnes Branch & Co. at Ship Street East, High Wycombe, involves the rebuilding of offices and covered way to the premises.

Machine department extensions at Exelenea Works at Beechwood Road, High Wycombe, will add to the productive capacity of C. W. Amos, manufacturing upholsterers, and new plywood stores are to be built at Dashwood Avenue, High Wycombe, by C. Noel Legh & Co., Ltd.

Work is also proceeding apace on the programme of expansion undertaken by Furniture Industries, Ltd., at Spring Gardens. High Wycombe, and by the associated firm of W. Skull & Son (1932), Ltd., at London Road and Queens Road, High Wycombe.

Wins "Old Charm" Name Contest

THE first prize in the Old Charm "Name The Suite" competition, organised by the manufacturers, Wood Brothers (Furniture), Ltd., Enfield, Middlesex, was presented to Miss Dorothy Parfitt, of Leicester, by Mr. Denis Folwell ("Jack Archer" of "The Archers") on Wednesday of last week at the premises of Inglesants (Furnishers), Ltd., of Belvoir Street, Leicester, one of the best-known firms in the town.

The winning name, which entitled Miss Parfitt to choose her own suite of Old Charm furniture, was "Marigold," and the reasons she gave for her choice were: "The English marigold is an old-established flower, beautiful and sturdy, suitable for all gardens, like the suite in the home."

The second prize, a choice of occasional pieces to the value of £20, went to Mr. A. H. Ledger, of Liverpool, and the third, a similar choice up to the value of £10, to Mrs. M. Thurkettle, of Sheffield.

Standing beside the suite of "Old Charm" furniture chosen by the winner of the 1st prize, are Mr. B. Brougham, Midland representative of Wood Brothers (Furniture) Ltd., Miss Dorothy Parfitt, Mr. Denis Folwell, and Mr. G. D. Inglesant, director of Inglesants, Leicester.

AMU Label Would Be Guarantee Of Quality

BECAUSE the Kite-mark does not prevent an article being badly upholstered, Mr. G. F. Brown, chairman of the North Midlands Branch of the Association of Master Upholsterers, at their meeting in Nottingham last week, thought members should give the answer to this by supporting the scheme of labelling their products with the association's mark.

Are women going to insist on the Kite-mark when buying furniture? Mr. Brown thought there was every possibility because they were being educated to look for this mark by Women's Institutes and by furniture salesmen. This mark was, however, not fully covering for upholstery and the association would benefit by attaching the association mark to their work and getting it recognised by the public as a hallmark for good quality workmanship in upholstery.

Mr. Newton said he would take all labels off. One label, that of the association, would be sufficient.

Members agreed they would support the association's marking of their products.

Mr. Brown, who has just returned to business after four months' illness in hospital, introduced an electric shearing instrument, of German origin and distributed by Phillips & Sons (Manchester), Ltd., which, after explaining its many points, he said, in his firm's case, gave a 15 per cent greater output over the hand type of shears in cutting out.

Brief reference to the state of trade reveals that most upholsterers were doing good business, and this was taken to mean that the "more repairs trend was a sign of less cash being about for the purchase of new upholstered goods."

Big Blaze At Hackney Factory

About sixty firemen, using breathing apparatus, fought a fire which broke out just before 2 o'clock last Saturday afternoon at the warehouse premises of The New Oak Furniture Co., Ltd., cabinet makers, at Homerton High Street, Hackney, London.

The first and second floors of the partly stocked building were severely damaged. A section of the roof was demolished.

A spokesman for the firm said: "At the moment it is hard to estimate the exact damage, but it looks as if a quantity of furniture has been damaged."

Impressive Show By Wycombe Students

Accent on Modern

HIGH WYCOMBE'S designers and craftsmen of the future presented a particularly impressive display of new models at the "Open Day" exhibition of High Wycombe Technical College, staged for the last time in the old building—before the impending transfer to the new college at St. Mary's Street, High Wycombe.

While the emphasis was again on contemporary styles, a good deal of attention is still obviously being paid to Wycombe traditional styles and reproduction work.

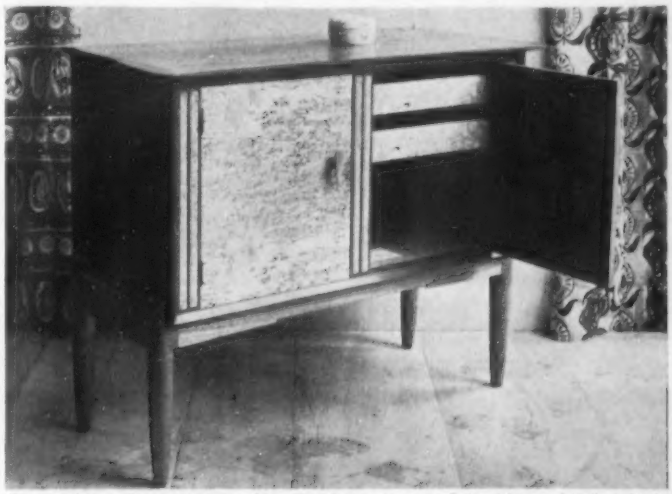
The exhibition, inspected by many High Wycombe furniture manufacturers, included examples of the work of full-time National Diploma in Design and City and Guilds students, evenings students and day-release students, and a notable feature this year was the use in cabinet work of veneers and contrasting woods. To encourage their day-release apprentices many Wycombe manufacturers provided veneers for their use in the college.

Other Models

Among the models which excited particular comment during the exhibition was a writing table in mahogany with contrasting cherrywood by P. Wilder, full-time City and Guilds student; a full-sized bureau by R. Wilson, an evening student; a secretaire in mahogany and contrasting veneers by C. Young, full-time City and Guilds student; a ladder-back armchair by P. Tester, National Diploma student; and a reproduction Hepplewhite armchair by 16-years-old E. Rolfe.

Other notable models on show included those by Michael Eaton, a National Diploma student, who exhibited a record cabinet in natural walnut with rosewood veneers; M. McCormack, a day-release apprentice, with a mahogany record cabinet veneered in bird's-eye maple; and H. Dunn, exhibiting an oak occasional table with drawers.

A writing table in mahogany with tambour top by Peter Wilder, full-time C. & G. student. The armchair in walnut, has moquette seat and is by Philip Tester, full-time N.D.D. student.



This cabinet in mahogany has the front veneered in Masur birch. It is by R. Pinner, full-time N.D.D. student.

Woodhouse-Cavendish In Hull

Woodhouse-Cavendish opened a new store in the centre of Hull's new shopping area, in Jameson Street, on July 16. A new building, it replaces the Cavendish premises nearby, which fell victim to German bombs during the war.

349 Candidates For Travellers' Exam

THE United Commercial Travellers' Association of Great Britain and Ireland (U.K.C.T.A.) Incorporated announce the successful completion of their examinations in salesmanship. The examinations were held at 23 centres in London and the provinces, the total number of candidates being 349.

The examinations comprise one written paper each in salesmanship and sales organisation and an oral interview; the purpose of the interview is to test the candidate's suitability as a salesman.

The examinations which have now been conducted by the association since 1950 are being recognised to an increasing extent by leading employers of commercial travellers.

Copies of the syllabus and examination regulations can be obtained from the general secretary of the association at 180 Tottenham Court Road, London, W.1.

New In The Transport Fleets

This new Diesel engined furniture van is the latest addition to the fleet of Luxury Upholstery, Ltd. It has a carrying capacity of 5 tons, or 26 three-piece suites.

The latest addition to the fleet of H. S. Fraser, Ltd., 12-16 Wharf Road, City Road, N.1.

These Firms Are Closing For Holidays

W. Steel & Co., Ltd., are closed until August 17.

J. Cinnamon, Ltd., are closed until August 10.

Cowley Upholstery Co., are closed until August 10.

Dependable Furniture, Ltd., are closed until August 17.

Elkay Furniture Products, Ltd., are closed until August 9.

Emkay Furniture Products, Ltd., are closed until August 10.

S. Grant (Furniture) Ltd., will close from July 31 to August 9.

Kloss & Trusher, Ltd., are closed until August 9.

Luxury Upholstery, Ltd., are closed until August 10.

Moss Partners (London), Ltd., are closed until August 10.

The Premier Furniture Manufacturers, Ltd., will close from August 2 to 14.

Henry Ronson, Ltd., are closed until August 9.

Steel Bros. (Cabinet Manufacturers) Ltd., are closed until August 9. Skeleton sales staff for phone enquiries (Howard 2277/2278).

Freedlands, Ltd., are closed until August 9.

Reliable Plywood Co., Ltd., will close from July 31 to August 17.

H. Bloomfield & Sons, Ltd., will close from July 31 to August 16.

M. H. Charing are closed until August 9.

J. H. Hunt & Co. (Yatton) Ltd., are closed until August 10.

W. Leet & Son, Ltd., will close from August 14 to 28.

John Littman & Sons, Ltd., will close from July 30 to August 10.

Brights Cabinet Co., Ltd., are closed until August 8.

J. Rurka & Son, Ltd., will close from July 30 to August 17.

H. Scully, Ltd., are closed until August 9.

Birch & Alpe, Ltd., will close from July 30 to August 17.

Russell & Co. (Furniture) Ltd., are closed until August 9.

Wadkin, Ltd., will close from July 30 to August 16.

Wood Bros. (Furniture) Ltd., Brimsdown are closed until August 9, with skeleton staff for 'phone enquiries. (Howard 1007 and 1555.)

Herman and Kelland, Ltd., will close from August 2 to 7.

L. Serlin & Sons, Ltd., are closed until August 9.

Beautility Furniture, Ltd., will close from July 30 to August 16.

E. & L. Petty, Ltd. will close from July 31 to August 5.

Howard Hatcher, Ltd., will close from August 7 to 22.

N. Norman, Ltd., will close from July 30 to August 16. Office open for enquiries.

I. Barget, Ltd., will close from July 31 to August 16.

Quickfor, Ltd., will close from August 13 to 23.

Not Closing

Lita Loom, Ltd., are NOT closing for holidays this year.

Big Co-op. Sales of Furnishings

THE report of the **Co-operative Wholesale Society, Ltd.**, for the quarter of thirteen weeks ended April 10, states that trade in the furnishing department was as follows: Manchester, £1,528,495, an increase of £640 over a year ago; Newcastle, £709,870, an increase of £33,969; London, £1,561,233, an increase of £65,404. This was a total trade of £3,799,598, an increase of £100,013. The report says that the output at the society's cabinet and bedding factories was £856,082, an increase of £123,852, or 16¾ per cent.

* * *

The **London Co-op's** report for the 39 weeks ended June 5 shows that trade in the furnishing department amounted to £1,209,572. This was an increase of £145,627, or 13.69 per cent over the corresponding period of a year ago.

* * *

Furnishing trade of £135,738 is announced in the report of the **South Suburban Co-op.**, of Croydon, for the quarter ended June 5, this being an increase of £23,204, or 20.6 per cent over a year ago.

News From The Sales Side

AT the age of 41, **George F. Carr,** has become general sales manager of Dunlop's Dunlopillo division. He joined the company as a postal clerk when he was 17 in the old Chas. Macintosh factory in Cambridge Street, Manchester. In three months he was made an export clerk and from 1935 until the outbreak of war he was sales representative for Dunlopillo in the Eastern Counties. Demobilised in 1946, he was appointed export sales manager of the Dunlopillo division with headquarters at Walton, Liverpool. Next year he became personal assistant to the general sales manager, **Leonard Harral,** whom he now succeeds, and in 1948 he was promoted to the post of sales manager of Dunlopillo upholstery.

☆ ☆

Joins Nathan Agran, Ltd.

Representing Nathan Agran, Ltd., in Greater London, Bucks and Berks is H. Stanley. He formerly covered the London area for D. M. Gilbert & Co., Ltd.

☆ ☆

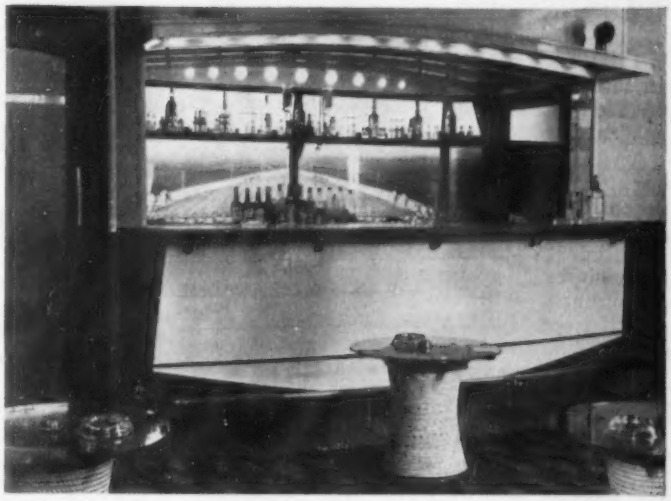
ON Tuesday, **John Goldsack** joins G. R. Wiltshire & Co., Ltd., timber merchants and importers, of High Wycombe and London, as salesman and manager of their plywood and veneer department. After leaving school Mr. Goldsack joined Venesta, Ltd. and stayed with them for seven years before joining Wrightware (Timber), Ltd., as partner-director. After serving in the forces Mr. Goldsack went to Timber Control, Area 5, in the plywood department dealing with inspections and claims. In 1949 he joined John Lenanton & Son, Ltd.

Merseyside F.T.B.A. Dance

One of the biggest furniture trade functions ever held in Liverpool will be the annual dinner dance of Merseyside area F.T.B.A., on October 27. Permission has been obtained to use the main lounge of the Adelphi Hotel, where it will be possible to seat 400 people. Arrangements are being made for a full-scale floor show. The Lord Mayor and Lady Mayoress of Liverpool (Ald. and Mrs. A. Griffin) have promised to attend.

Nautical Bars Are Popular

Good Example From Weston-super-Mare



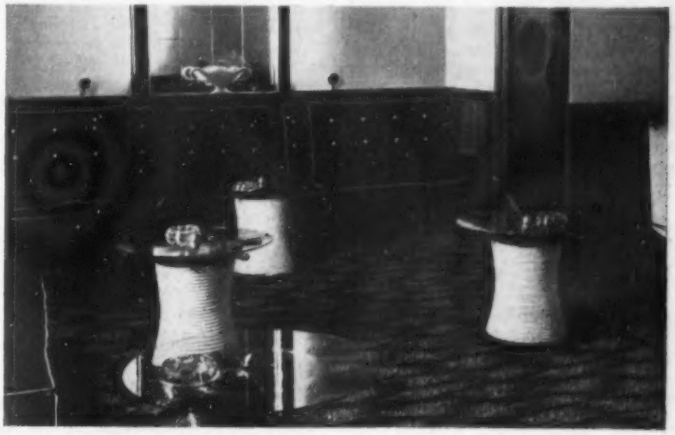
AN outstanding bar design has been carried into effect at the Anchor Head Hotel, Weston-super-Mare, the property of the Bristol Co-operative Society, Ltd.

A realistic nautical atmosphere has been created by the general construction.

The bar counter itself is in the shape of the stern of a motor launch, with characteristic canopy projecting overhead. The bar takes the position of the bridge of a launch, and the impression is enhanced by a back mirror which carries a view incorporating the bow of the craft which appears to be heading out to sea.

Numerous small tables take the form of capstans wound around with white rope, and tops shaped like steering wheels. These are surmounted by circular glass sheets which form the table tops and are fixed to the capstans centrally.

Around the walls and over the bar canopy, imitation ship's ventilators conduct warm air from under the wall seats. Upholstery and cushions are in blue with white piping.



Viewpoint

IT is now possible to get a clearer picture of the effect of the removal of hire purchase restrictions on the sale of radio, TV and household appliances.

On the very morning after the surprise announcement, notices appeared in some shop windows that deposits had been "cut" or "slashed." There has now been time, however, for managements to formulate a definite policy—and it is perhaps not surprising to find that many of the biggest concerns have decided on a return to No Deposit.

One firm that has some 30 branches in London and many more in the provinces is offering No Deposit and three-years-to-pay. Reports from many parts of the country confirm that a similar policy is being adopted, particularly by multiples.

★★ While furnishers who do not sell radio, TV and washing machines must watch this situation very carefully, we are firmly of the belief that they should not be stampeded into following suit.

In the first place the Government has clearly stated that no more money will be available for the banks or trusts to finance hire purchase agreements. This may have the effect quite shortly of curtailing the sale of household appliances. In the second place, after the first big rush to buy, the sales of TV and other goods should find a normal market level.

If, in order to counter the big "snatch" for the public's spending money, furnishers are tempted to offer No Deposit and three-years-to-pay, they will be falling into the trap which caused almost chaotic conditions before the War. It is our belief that a reasonable deposit is one of the surest safeguards against bad debts and mounting collection costs.

★★ We are glad to say that the Co-operative Movement is making a strong stand on this point. An inspired statement in "Co-op. News" says: "Practical experience in operating hire purchase shows that while it is remunerative . . . there are fairly heavy losses . . . and also pretty heavy collection costs. There seems to be a case for protecting feckless customers from themselves by imposing a reasonable deposit . . . Let us make sure that even the most enthusiastic of our furnishing managers are restrained in the board room if they want to go off the rails on the No Deposit track."

This is sound common sense. The offer of No Deposit and three-years-to-pay appeals instantly to thoughtless and improvident people who give little consideration to their ability to keep up payments over a long period. The sound and economically-minded customer will prefer to pay a reasonable deposit and clear off his payments as soon as possible.

★★ "The smaller the deposit and the longer the time to pay, the greater proportion of bad debts" has always been the axiom of the Hire Purchase Trade Association. It should be accepted by the furnishing trade if we are not to return to pre-war conditions under which one firm even offered furniture on terms of "No deposit to be paid until a month after delivery and the balance to be paid over four years."

Readers' Viewpoint

Flying Furniture

The Editor,
"Furnishing World."

SIR,—May we correct the statement made on page 31 of your July 23 issue under the heading of "Furniture Flies to Newcastle"?

We would respectfully point out that some six to eight months ago this company flew a consignment of furniture to Meenan & Co., of Belfast, and we have also flown furniture from Elmdon Airport, Birmingham, to John Barker & Co., Ltd., London.

We have found that the freight rates are very reasonable and the service excellent and that for urgent orders the use of Air Freight lines can be of invaluable service to any transport or despatch manager who has his customer's and his own company's interests at heart.

Yours, etc.,
C. F. HOMER.
Director,
Wales, Ltd.
Birmingham.

National Advertising Of Furniture

The Editor,
"Furnishing World."

SIR,—Your conjecture in "Viewpoint" last week that perhaps the sales of domestic furniture were even lower than the year before cannot be proved by statistics, but there is not the slightest doubt that sales of wooden furniture were, and still are, very much below those attributed to carpets, furnishing fabrics, and, I would add, bedding.

It cannot be disputed that the reason for this is that the general public are made more conscious of the latter categories by the national advertising sponsored by various manufacturers of these products.

Very few wooden furniture manufacturers have adopted and maintained a similar policy long enough to win the affection of the buying public, with one notable and extremely successful exception.

Once other wooden furniture manufacturers realise that to make the public furniture conscious their products must be nationally advertised, sales will undoubtedly increase for them, and the furniture trade generally.

Yours, etc.,
E. W. EDMONDS,
(West Country Rep.,
D. M. Davies of Slough)
Lynton, Devon.

Sherburn Hill Co-op. will shortly erect a new store at Wheatley Hill, Easington.

personally speaking...

NEWS OF PEOPLE YOU KNOW

THE engagement was announced last Saturday between **Leon Gerald Lazarus,** only son of Mrs. Lazarus and the late Hyman Lazarus (Hyman Lazarus Cabinets Ltd.) and **Berta Sadow,** only daughter of **Gerald Sadow** (Beautility Furniture Ltd.) and his wife.

☆ ☆

IN the John Lewis Partnership **J. Brettingham Smith** is now central buyer for hard furniture other than kitchen and nursery furniture.

☆ ☆

FABRICS buyer for Bobby & Co., Ltd., Worcester, is now **M. F. Tavernor.** He was formerly at Eastbourne and takes over from **R. F. Hills** who has gone to Canada.

☆ ☆

ELECTED chairman of the Board of William Goodacre & Sons, Ltd., is **N. G. Haydon,** a director of the company.

☆ ☆

ACTING as host to two Dutch boys is **Max Mack,** of Tootal Furnishers, Church Street, Blackpool. The boys' parents saved Mr. Mack's life by hiding him in a tiny upper room in their terraced house in a small Dutch town when the bomber in which he was radar wireless operator was shot down in February, 1945. The crew were on their 34th, last-but-one trip and due for leave. They had bombed the Dortmund-Ems Canal before the aircraft was destroyed. Mr. Mack and the navigator managed to avoid capture—walking for eight nights, hiding by day, subsisting on raw cabbages and turnips, till they contacted the Underground. One member and his wife hid the two airmen, well knowing that if it became known they and their six children would be shot by the Germans. After four months the Allies arrived. Ever since Mr. Mack has kept up a correspondence with his hostess (her husband was shot on the eve of the Allies' entry in a street encounter). Last year he visited her with his wife and seven-year-old son and this summer Harem (18) and Cornelius (17) are spending two weeks with them at Blackpool.

☆ ☆

Now buyer of furnishing fabrics and down quilts at John Atkinson (Service Store), Ltd., Leopold Street, Sheffield, is S. M. Taylor. He succeeds Mr. T. Webber, who is now with Hopewells of Nottingham.

Mr. S. M. Taylor

☆ ☆

ON the Board of Olds Discount Co., Ltd., as an additional director is **W. E. Hallam,** who was assistant general manager. His total service with the company extends over 25 years.

☆ ☆

ANOTHER new appointment is that of **C. A. Oakey** to be managing director of John Oakey & Sons, Ltd., the makers of coir mats and matting. **J. G. Oakey** is deputy managing director. **C. G. Oakey** has resigned from the managing directorship but retains his seat on the Board.

☆ ☆

FORMERLY furnishing and hardware departmental manager of the Oldham Equitable Co-op. **C. F. Howes** has been appointed furnishing manager of the Long Eaton Society.

☆ ☆

A WALLET of notes was presented to **William Crichton** when he retired from A. H. McIntosh & Co., Ltd., of Kirkcaldy, after more than 50 years' service with the firm.

☆ ☆

THEIR 30th anniversary was celebrated the other day by Algemeene Fluweelweveri J.N.V., who make "Eltola," "Karvetone," "Diplemat" and "Classic" cotton carpets and furnishing fabrics. There was first of all a supper and dance for the staff and the following day **Jean Rey,** Minister of Economic Affairs attended a luncheon together with ministers of the late Government. Mr. Rey invested the company's first representative, **W. J. L. Bullen,** of 108 City Road, London, E.C.1, with the insignia of the Order of the Crown which had been conferred upon Mr. Bullen by **H.M. The King of the Belgians.** This was in appreciation of Mr. Bullen's 30 years' service.

☆ ☆

NEW chairman of the Retail Trade Section of Nottingham Chamber of Commerce is **B. Henry,** managing director of Jessop & Son, King Street, Nottingham.

☆ ☆

THE July meeting of the West of England Branch A.M.U. was made a joint social and business event. Members were guests of **W. Ewart Kift** at his residence, Lodge House, Hanham, Bristol. They were conducted around the grounds and greenhouses and later entertained to supper. It was reported by **A. Hazell,** secretary, that plans were well developed for the annual dinner and dance which was expected to be the most ambitious function organised by the West branch. Guests are expected to include the A.M.U. president and other principal officers. It will be held in the Grand Hotel Ballroom, Bristol, on October 18.

Nomad

A Smile with Betts

"O, heck! All I know is the salesman said it's a kapok mattress!"

NEW FROM THE MANUFACTURERS

For The Lounge Of A Modern Flat

THE very interesting chair and table pictured above are by Morris, Wilkinson & Co. (Nottingham), Ltd. They are in contemporary style and the chair has suspension springing and loose latex cushion. The table is designed to fit the right arm of the chair but one is also made to fit the left arm. This exceptionally comfortable chair, and table, constitute an effort by the firm to re-introduce woven fibre furniture into the lounges of modern flats where they consider that these pieces are eminently suitable.

Carpet With Coat of Arms

A £650 carpet made by A. F. Stoddard & Co. Ltd., Elderslie, Scotland, has been laid in the reception room of the Wigan Town Hall. A heavy pile Wilton in royal blue colour, it is 20 square yards in size with a pattern which incorporates the coat of arms of the borough.

10 per cent For Export

At the meeting of the North Wales District Committee of the Welsh Board of Industry, held at Wrexham recently, it was reported that Leabank Chairs, Ltd., Whitegate, Wrexham, manufacturers of office furniture, lockers, shelves, and so on, were exporting approximately 10 per cent of their production. Their markets include Singapore, British Guiana, Jamaica and Holland.

New Divan Has Bed-Head

THE interesting feature of the "Fantasia" divan, illustrated here, is that it has a *bed*-head as distinct from a head-board. That is to say that, instead of a head-board which slots into the back of the divan, the bed-head and legs are a complete unit fitted to the divan by a universal bracket. The advantage claimed is that it is stronger and more rigid and prevents any movement. This contemporary model is by A. F. Buckingham, Ltd. It is supplied in oak or striped walnut veneer and is covered in an attractive fabric by Story (Fabrics), Ltd. The divan is, of course, fully sprung and has handles for easy lifting.

New Packaging Service

THE Metal Box Company, Ltd., who recently took over Flexible Packaging, Ltd., of Portsmouth and Brown, Bibby & Gregory, Ltd., of Speke, anounce that they are now in a position to offer a full range of flexible packages and packaging materials. A newly formed flexible packaging division will offer the products of the Portsmouth factory, together with the film, foil and paper laminations of Speke.

Large scale expansions both in factory space and plant are already in progress at Speke and at Portsmouth. This will mean, in particular, further developments in the wide range of laminations and laminated packages already marketed by Brown, Bibby & Gregory, Ltd. under the trade names of "Matalam," "Translam," and so on, and in multi-colour printing, bag-making and coating with "Diothene," the trade name for the high quality polythene produced by Flexible Packaging, Ltd.

The new division will be fully supported with all the resources of The Metal Box Company, including the research, design, machinery and customer services which have become associated with the products of other divisions of the company.

ALL MANUFACTURERS

are invited to submit, for publication on this page, pictures and descriptions of new designs and ideas that will interest retail store buyers.

Experts Reply To "Will It Wash?"

RETAIL SELLING PLANS

Laundering of Man-Made Fibres: Advice at Oxford

A PERENNIAL problem of retailers handling fabrics for the home is caused by complaints received from housewives about soft furnishings which have been laundered or dry-cleaned. This problem was frankly discussed at the Summer School held by the British Man-made Fibres Federation at Christ Church, Oxford, last week. Given below is a full report of the lecture on laundering by Mr. J. Tankard (British Rayon Research Association), together with extracts from the talk on dry-cleaning by Mr. E. J. Davies (Dyers' and Cleaners' Research Organisation).

OPENING his lecture on this subject, at the British Man-Made Fibres Federation's summer school at Oxford last week, Mr. J. Tankard, M.Sc., F.Inst.P., F.T.I. (British Rayon Research Association), said:—

"It must be hundreds of years since housewives began to ask the question 'Will it wash?' when buying textile materials. The same question is still being asked to-day but, whereas in the past this question most frequently referred to the fastness to washing of the dyestuff used on the fabric, nowadays when so many textile materials are being made from rayon and synthetic fibres, the question is often asked because of the uncertainty which exists in the minds of many people as to the ability of the fabrics themselves to withstand laundering.

Canteen Cloths Query

"Only a week or two ago I received a telephone inquiry from the manageress of a large canteen asking me whether it was true, as she had been told by someone, that some rayon tablecloths which she had proposed to buy would be unsatisfactory because of their inability to withstand commercial laundering. At my request she sent one of the cloths for my inspection, and I was pleased to be able to tell her that there was no reason why any efficient laundry should not be able to deal with them satisfactorily, but at the same time I did suggest that, when sending her rayon tablecloths to the laundry, she should pack them in a separate parcel clearly marked 'All tablecloths in this parcel are made from viscose rayon.' I also suggested that if, having taken this precaution, her tablecloths were not laundered without being damaged, she should change her laundry.

"Much of the difficulty experienced in connection with the laundering of rayon and synthetic fibre fabrics, whether in the commercial laundry or in the home, is due to the fact that the man-made fibres are being used to an ever-increasing extent in the manufacture of fabrics which, so far as visual appearance is concerned, are not readily distinguishable from fabrics made from cotton or linen, and may therefore be subjected to a much more severe laundering process than is appropriate, with a consequent shortening of their useful life".

Laundering Labels

"The informative labelling of textiles is a subject which is always liable to raise a storm of controversy, but whilst I realise that there are many objections to the suggestion, which has often been made, that textile fabrics should carry some indication of their composition, I do suggest that if fabrics carried some label stating clearly how they should be laundered it would be of considerable assistance to the housewife and to the commercial laundries, and might do much to preserve and even enhance the reputation of the man-made fabrics".

Ironing and Drying

"And may I point out in this connection that laundering implies not only washing, but also the subsequent processes of drying and pressing or ironing, and that in the case of most, if not all of the man-made fibres, proper control of these latter processes is just as important as correct washing procedure, and that the efforts which have been made by a few manufacturers to ensure that rayon and synthetic fibre fabrics are laundered in the appropriate manner by labelling them 'Wash as Wool' are not really adequate, even if we ignore the possibility that some people may not even know how to wash wool properly.

"Difficulties in connection with the laundering of man-made fibre fabrics also arise from another cause, viz., the misuse of the material. In some cases the responsibility for the misuse does not lie with the ultimate consumer, but with the maker of the fabric. For example complaints continue to arise of unsatisfactory service of rayon curtain fabrics resulting from the use of titanium delustred yarns, although it has long been known that the presence of titanium dioxide greatly accelerates the light tendering to viscose rayon. Unfortunately from the launderer's point of view this tendering often becomes apparent only when the fabric is washed, with the result that the damage is attributed to inefficient laundering".

Over-Use of Fabrics

"Another type of misuse of rayon and synthetic fibre materials takes the form of over-use. Until recent years articles made from man-made fibres were generally treated, if not with respect, at any rate with a reasonable amount of care." Rayon materials were not expected to withstand the harsh treatment that was frequently given to cotton or linen materials, for example, and their use was restricted mainly to articles which were not called upon to withstand very hard wear and were not likely to become very heavily soiled. "But in recent years there has been a marked change in the situation.

"Misuse (or over-use)," continued Mr. Tankard, "is one of the sources of the problems arising in connection with the laundering of materials made from man-made fibres, but it does also raise another question which has an important bearing on the subject with which we are dealing, viz., these materials soil more readily or less readily than the natural fibres, and how do the rayon and synthetic fibres differ from each other in their resistance to soiling?

"So far as I am aware no satisfactory answers to these questions are yet available. This is partly due to the complexity of the problem. So many factors can influence the resistance to soiling of a textile

(*Continued overleaf*)

What Happens With The New Type Washing Powders?

Lab. Experiments With 20 Detergents

(continued from previous page)

material. Not only is the nature of the fibre involved, but also other variables such as the dimensions of the fibre (e.g., staple length and denier), the construction of the fabric, and the condition of use. An attempt to eliminate the last of these variables has usually been made in laboratory investigations by adopting artificial soiling procedures, but it is doubtful whether the behaviour of these artificially-soiled samples can be interpreted in terms of the behaviour of fabrics which have been soiled in ordinary conditions of service. Failure to use fabrics having the same weave and made from yarns of the same count and twist, has also rendered almost valueless some attempts to compare the soiling properties of fabrics made from different types of fibres.

"The difficulties and objections which apply to some studies of the soiling characteristics of textile material apply equally to some of the investigations which have been made of the ease with which they can be cleaned by laundering, and here again the published information seem inadequate to enable any definite conclusions to be reached, particularly in regard to some of the newer man-made fibres.

"A considerable amount of research on these subjects is in progress, however, and no doubt will lead in due course to improved methods of laundering, but even at the present time it is possible to launder fabrics made from rayon and synthetic fibres with a high degree of success, provided that the fabrics have been properly constructed and that intelligent use is made of existing knowledge of the fundamental principles of detergency and of the physical and chemical properties of the fibres themselves."

Those New Detergents

Turning to other factors, Mr. Tankard said:

"The effect on rayon and synthetic fibres of the new household detergents which are now on the market, and for which the manufacturers claim such marvellous properties, is obviously a matter of importance. The principal cleansing agent in some of these products is soap, and they are in fact only modifications of the washing powders which have been in use in thousands of homes for many years. In other brands the active cleansing agent is a synthetic surface-active agent. With, so far as I know, only one exception, they are all what is known as built detergents, i.e., they contain in addition to the principal cleansing agents, alkalis, neutral salts, and various other components which are known to enhance the cleansing power of soaps and other detergents.

"Experiments, made in our laboratories some time ago with more than twenty different types of these household detergents, showed that when used according to the maker's instructions none of them was likely to cause any damage to rayon or synthetic fibre materials. In places where only hard water is available for laundering, greying or yellowing of fabrics due to the deposition of insoluble soaps can be avoided if detergents based on synthetic surface-active agents are used".

Must Be Rinsed

"With no type of detergent, however, can the best results be obtained unless fabrics are thoroughly rinsed after washing. Whatever the detergent used, the dirt removed from the fabric is dispersed in the washing liquor, and failure to rinse thoroughly can only result in some of that dirt being redeposited on the fabric, and the retained detergent itself may cause discolouration particularly on ironing the fabric".

Problems Of Bleaches

"There are, of course, a number of household cleansing agents on the market which are intended only for use on wood, porcelain, etc. Many of them consist of a concentrated solution of a bleaching agent usually sodium or calcium hypochlorite) and their use on textiles by an unskilled person is liable to cause serious damage. It cannot be too strongly emphasised that bleaching is no cure for inefficient laundering. Bleaching agents may in some cases be necessary for removing stains from textile materials, but they do not remove dirt.

"The use of hypochlorite bleaches is particularly liable to cause trouble with rayons which have been treated with synthetic resins (usually of the urea-formaldehyde type) for the production of crease-resist or permanently embossed or glazed effects. These resins combine with chlorine from the bleach to form a compound which cannot be removed by rinsing and which may lead to yellowing or serious tendering when the fabric is subsequently ironed.

"With some man-made fibres," said Mr. Tankard, "it is essential that washing should be carried out at a relatively low temperature. Bright acetate fabrics, for example, may be delustred by the use of hot alkaline washing liquors. But with many other types of man-made fibres I can see no reason why washing should not be carried out at a fairly high temperature, and I believe that British Nylon Spinners now recommend the use of hot rather than warm water when washing nylon".

Careful Ironing Needed

"Some mechanical action is essential for the removal of dirt from textile materials. Soap and other detergents do not remove soil, but rather loosen it and so facilitate its transfer from the fabric to the washing liquor by agitation or rubbing. It is obviously desirable with all textile materials that this essential mechanical action should be kept at the lowest possible level, but it is imperative in the case of fabrics made from fibres such as viscose rayon, acetate, Ardil and Fibrolane, which lose 40-50 per cent of their strength when wetted with water.

"I have already pointed out that laundering includes not only washing, but also subsequent processes such as drying and ironing or pressing. Many of the synthetic fibres, e.g., nylon, Orlon, Terylene, are hydrophobic, i.e., they absorb only very small amounts of water, and in consequence have relatively little tendency to crease when wet, and dry very quickly. If articles made from these fibres are handled carefully during washing, and allowed to dry naturally without the application of heat, they often require no ironing or pressing. On the other hand these and some other types of man-made fibres are thermoplastic, i.e. they soften when heated, and the use of too high a temperature when ironing or pressing articles made from them may cause glazing or stiffening of the fabrics (particularly at the seams) or the production

(continued facing page, column 2)

Will Latest Man-Made Fibres Stand Dry-Cleaning?

"Dry-Cleanability" Defined By Summer-School Speaker

Extracts from a talk by Mr. E. J. Davies, B.Sc., M.Sc. (Dyers' and Cleaners' Research Organisation), at the British Man-Made Fibres Federation's summer school, Christ Church, Oxford, last week.

DRY-CLEANING was defined by Mr. Davies as a process for the improvement of articles which had become soiled during use, and for which a process of laundering was either inconvenient or undesirable. The process resembled laundering insofar as the articles were immersed in a liquid just as bed linen might be immersed in water during laundering. There were even things called "soaps" used in dry-cleaning, although these might not be exactly similar to the ordinary soaps which the public knew.

"The liquids used in dry-cleaning," said Mr. Davies, "are called solvents, and the two most important ones are white spirit (an inflammable petroleum solvent heavier than petrol) and trichlorethylene (a non-inflammable chlorinated hydrocarbon). These two solvents have different properties and different types of plant and equipment are necessary for their use. The dry-cleaner who employs white spirit cannot use trichlorethylene and vice versa. In the U.S.A. perchlorethylene is used in place of trichlorethylene.

"During dry-cleaning," continued Mr. Davies, "the physical properties of the fibre being cleaned are not changed in any way. There is no reduction in tensile strength, for instance, of a rayon as there is when it is wetted in water as in laundering. This statement is not true of all man-made fibres for some have been made which actually dissolved in trichlorethylene. Naturally such fibres could not be classed as dry-cleanable for a large percentage of the dry-cleaning industry has to use trichlorethylene as its solvent. It is for this reason that only those fibres . . . which satisfactorily withstand dry-cleaning in both white spirit and trichlorethylene are classed as 'dry-cleanable.' . . .

"Those stains which are oil soluble or have an oily base will often be removed completely during the dry-cleaning operation itself . . . Such stains as are water soluble or stains of the foodstuff type do not readily come out in dry-cleaning for they are not soluble in solvent. For these a subsequent and quite different process is necessary. This is called 'spotting.' Some years ago spotting consisted of laborious hand-treatment of each individual stain with the necessary removal agents. To-day, however, a large percentage of such stains can be removed by the use of a steam gun—a tool which simply allows a blast of steam to be directed at the stain at an angle, blowing it off the fabric's surface.

"It will be apparent that steam spotting or hand spotting of water soluble stains involves the use of water in some form or another. This leads us to the second requirement for dry-cleanability," said Mr. Davies, "namely that any article to be classed as dry-cleanable shall withstand localised spotting with aqueous solutions without serious disturbance of colour, finish or physical dimensions of the fabric.

"In general," he continued, "the dry-cleaner had little to complain about with most man-made fibres. Viscose rayon is quite satisfactory so is cellulose acetate rayon, although the cleaner has to be more careful with this fibre. If trichlorethylene is the solvent he uses, there is always the possibility of colours bleeding off during cleaning, particularly if his solvent is too warm or if the temperature of the drying air is too high in the early part of the drying process which follows cleaning. There have been some fibres on the market which have dissolved in trichlorethylene and an early form of Vinyon belonged to this class. For the most part, however, the textile fibres, such as we know them, will all dry-clean with satisfaction. It is the decoration of such fibres when made into fabrics which most often determines their dry-cleanability.

"Printing methods," explained Mr. Davies, "usually produce colours having a high wet fastness and dry - cleaning fastness, but it is possible to find prints which lose colour seriously during dry-cleaning. Certain azoic reds for instance are completely soluble in trichlorethylene. This is seen more particularly in a modern form of printing known as pigment printing in which coloured pigments are fixed to a fabric by means of a heat polymerised adhesive. In cases of blacks, browns, blues and certain other colours the results are satisfactory, but for reds and yellows dry-cleaning usually results in disaster. Pigment prints are exceedingly bright and have excellent fastness to light and washing. The only reds and yellows possessing these properties which it has so far been possible to use are those which at the same time dissolve completely in cleaning solvent. As you can imagine, pigment-printed materials are quite likely to be used for curtains and upholstery; a class of goods which require dry-cleaning because of the severe fibre degradation caused by light on such articles . . . .

"Coming into a similar category are paint prints. These too are pigment prints of a sort, but in this case the adhesive is either the oil base of a paint or that of a lacquer. Lacquer prints are more satisfactory than the oil base variety, though neither is completely desirable from the dry-cleaner's point of view."

Best Ways To Iron Man-Made Fibre Fabrics

(from facing page)

of creases which cannot readily be removed.

"To avoid damage, therefore, ironing or pressing temperatures should not exceed about 300°F (150°C) and whenever possible articles should be ironed on the wrong side, using a well-padded ironing table covered with a fine textured ironing cloth. In the case of delustred acetate fabrics it is also important that the fabric should, whenever possible, be ironed in the dry state, for delustring of this type of fabric is caused far more frequently by the fabric being too wet when ironing than by the use of too hot an iron. In cases where it is necessary to iron the material damp in order to remove creases, care should be taken that the fabric is uniformly damp.

"I referred at the beginning of my talk to the doubt which exists in the minds of many people as to the ability of rayon and synthetic fibre fabrics to launder satisfactorily. The truth is that these fabrics, if properly constructed and sensibly used, are in many cases much easier to launder than fabrics made from the natural fibres."

SOFT FURNISHING SIDE

Designs from the North for Bed and Window Furnishings

PROMOTION to launch a branded sheet, the use of "contemporary" fabric for a cinema, and of Terylene for net curtains, are among the soft furnishings' items featured this week.

The promotion, planned for this autumn, is for "Distaff" branded sheets and pillowcases. The manufacturers. Distaff Fabric Ltd., of Bolton, (a subsidiary of Fine Spinners and Doublers Ltd.), are basing their campaign on the theme "quality control from raw cotton to shop counter."

Strip cartoons illustrating this theme are incorporated in broadsheets to the trade and in consumer advertising which will appear at first in London evening newspapers and London and Home Counties weekly newspapers.

A special pack has been designed for the "Distaff" sheets, obviating the necessity for additional display material where space is limited. Written matter on the pack tells the sales story about "quality control," plus a guarantee to replace or refund money if the goods are in any way unsatisfactory.

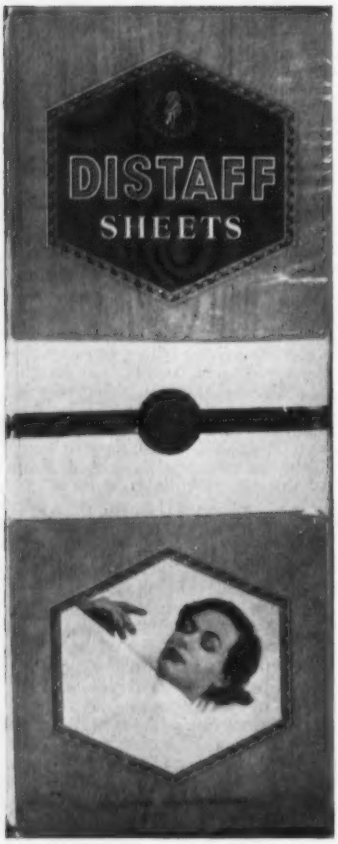
The make-up of the pack is entirely new in that it combines Cellophane wrapping with rigid end-boards. This keeps the contents unsoiled yet visible, and at the same time provides a neat and sturdy pack. The end-boards are sufficiently flexible to adapt to the three widths (70, 80 and 90 inches) in which the sheets are made.

Embossed metal seals are affixed to the packs to distinguish the different qualities: gold for extra hard wear; silver for general household use; green for lightweight summer quality.

A novel type of pillowcase counter dispenser has also been designed to promote extra sales of pillowcases. This holds six pairs, banded and Cellophane-wrapped.

The "Distaff" sales campaign will at first concentrate on London and the Home Counties.

The majority of cinemas are still decorated in traditional style, and it is interesting to see what is probably the first cinema décor using New



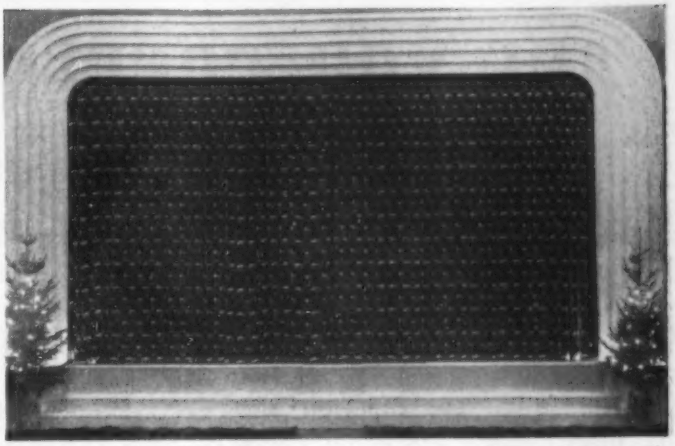
Above, left: Terylene yarn and cotton mixture net curtains by Levin Bros. & Co., Nottingham. Right: diamond quilted centre, combined with vermicelli quilting and chain stitch embroidery in a down-filled crêpe marocain quilt, by Banton & Co. Ltd., Nottingham.

Left: Special pack for "Distaff" sheets. Details of the autumn promotion to launch these branded sheets and pillowcases, are given on this page.

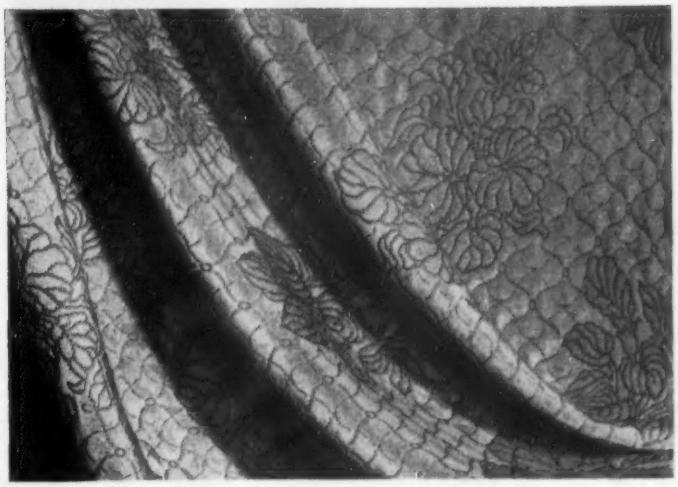
Elizabethan fabrics. This can be seen at the Picture House, Rawtenstall, where a three-dimensional screen has been fitted. The décor and curtains have been provided by Pauldens Ltd., Manchester, and for the curtains the store used a David Whitehead fabric, No. CP.412, in wine.

Terylene yarn and cotton mixture is used for New Elizabethan style net curtains, made by Levin Bros. & Co., Nottingham. This firm is also producing Terylene frill net curtains.

Rayon and cotton are used together for three new furnishing fabrics recently produced by Morton Sundour Fabrics Ltd. These are "Barnet," a spun rayon-and-cotton heavy curtain in a raised weave, in eight furnishing colours; "Craven" a high-quality rayon/cotton fabric, the floral motif superimposed on a quilted background of contrasting colour and produced in six colourways; and "Falmouth," a cotton/rayon brocade in an 18th-19th Century design, made in seven colourings.



Above: David Whitehead fabric in the Picture House, Rawtenstall. Below, centre: Morton Sundour Fabrics' "Falmouth" brocade. Below right: "Barnet," raised weave. Foot of page: "Craven," quilted floral, both from Morton Sundour Fabrics.



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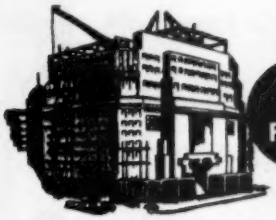

ADVANCE NEWS OF FURNISHING CONTRACTS

Many Hotels, Inns and Hostels

BARNSTAPLE. Arnold and Hancock, 24 Boutport Street, Barnstaple, propose erection of an hotel at Forches Estate, to cost about £6,500, and have received approval of the Justices.

BIRKENHEAD. Erection of a new "Brown Cow Inn" is proposed at Bromborough Road, Bebington, by Birkenhead Brewery Co., 73 Oxton Road, Birkenhead. The company architect is H. W. Corkill.

CHADDESDEN (Derbys). Strettons Derby Brewery, Ltd., Wardwick Brewery, Derby, propose erection of licensed premises at Max Road, for which the architect is W. Blair, 8 St. James' Street, Derby. The architects for a new Penguin hotel, proposed by Offilers' Brewery, Ltd., Derby, are T. H. Thorpe and Partners, 41 Friar Gate, Derby.

CHEADLE (Staffs). E. Forshaw and Greaves, Trinity Street, Hanley, Stoke-on-Trent, are the architects for licensed premises proposed at Weston Coney by Bents Brewery Co., Ltd., The New Brewery, Stone, Staffs.

HULL. Planning Committee has approved outline for proposed Spencer Arms public house, Spencer Street, for Hull Brewery Co., Ltd. Planning Committee has approved in principle, proposal of Worthington and Co., Ltd., to rebuild the White Horse Hotel, Carr Lane, as detached building.

ST. PANCRAS. The Ministry has agreed to erection of Prince Alfred public house as part of the Goldington Crescent housing scheme and the architects, Hamilton and Chalmers, 16 Old Buildings, Lincolns Inn, W.C.2, have been instructed to proceed with plans for the main structure of the building, leaving the brewers to carry out internal fitting.

SOUTH SHIELDS. The Licensing Justices have consented to the erection of a new "Beehive Inn" in River Drive for Newcastle Breweries, Ltd., Haymarket, Newcastle. The architects are Page, Son and Hill, 75 King Street, South Shields.

STOCKPORT. Plans approved by the B.C. for rebuilding of "Old Ram's Head," at High Hillgate, for Wilson's Brewery, Ltd.

STOKE - ON - TRENT. Plans recommended for approval: Remodelling of "Golden Lion" Inn, Great York Street and Brook Street, Hanley, for Bent's Brewery Co., Ltd., Stone.

STOKE-ON-TRENT. Plans approved: Adaptation of premises at Cauldon Road, Shelton, to form licensed premises, for Bass Ratcliff and Gretton, Ltd.; improvements to Golden Lion Inn, Great York Street, Hanley, for Bent's Brewery, Ltd.

WEST BROMWICH. Plans submitted: New licensed premises, Thorncroft Way, Yew Tree, for Mitchells and Butlers, Ltd.

£100,000 MASONIC HALL

ENFIELD. Work will probably commence this year on the erection of a three-storey building, to include an assembly hall, banqueting hall, and masonic temple, at 49-55 London Road, Enfield, proposed by Bernard Mabbott (of Stephens, estate agents, Savoy Parade, Southbury Road, Enfield). The cost is about £100,000, and plans prepared by E. William Palmer, 8 The Town, Enfield, have been provisionally approved.

BEESTON (Notts). Erection of a public house is planned at the corner of Derby Road and Wollaton Road by Hardys Kimberley Brewery, Ltd., Kimberley, Bullwell, the cost of which is estimated at £20,000. The architects are Starr, Hall and Clifford, 7 Wellington Circus, Nottingham.

BIRKENHEAD. Erection of a public house is proposed at Bromborough Road, by Birkenhead Brewery Co. to plans by own architects at 73 Oxton Road, Birkenhead.

BOLTON (Lancs). Plans recommended for approval: Rebuilding of premises at Jolly Waggoner, Deane Road, and rebuilding of the Old Three Tuns Hotel, Moor Lane, for Magee, Marshall and Co., Ltd., Crown Brewery, Bolton.

CHELMSFORD (Essex). Mr. E. R. Collister, 220 London Road, Chelmsford, is the architect for a public house proposed at Broomfield Road by Taylor Walker and Co., Ltd.

ESTON. J. W. Cameron and Co., Ltd., Lion Brewery, West Hartlepool, are to spend £6,000 on improvements to the "Alexandra Hotel," South Bank - on - Tees. Garbutt, Archibald and Archibald, 23 Albert Road, Middlesbrough, have resubmitted plans to the U.D.C. for a cinema with 983 seats in Bolckow Road, Grangetown, for Mr. P. Lanny.

LONDON, E. Charrington and Co., Ltd., propose erection of a public house at Bennett Street, E.C.4, at a cost of about £16,000. The architect is S. C. Clark, 86 Fenchurch Street, London, E.C.3.

LOWESTOFT. The Ministry of Works, Cambridge, has issued a building licence, to the value of £6,830, in respect of the Royal Hotel, Lowestoft.

MIDDLETON (Lancs). Crown Brewery Co., Ltd., have plans for erection of an hotel behind the Gardeners Arms, Hollin Lane.

HARROGATE. The Yorkshire Association for the Care of Cripples propose to enlarge the Cripples' Home at Harlow Grange with wards, dining and rest rooms, and kitchen improvements, at a cost of £25,000.

KEIGHLEY. Preliminary plans will be prepared by the T.C. for a hostel to be administered by the Salvation Army.

BEDFORDSHIRE. The C.C. Welfare Committee has under consideration proposals for completion of improvements at The Cedars Home, Ampthill, to cost £12,050.

SUNDERLAND. The T.C. has been informed that it will cost £15,000 to convert "The Oaks," South Hylton, into a hostel for old people. A further £5,000 will be needed for furnishings. The Borough Architect is H. C. Bishop, Grange House, Stockton Road, Sunderland.

CHESHIRE. Approval of the C.C. is recommended for extension of "Chadwick Fields," Middlewich Residential Home for Old People, and Ministry approval will be sought. The cost is estimated at £5,325.

EAST RIDING. The C.C. has been awarded Ministry approval for an aged persons' home proposed at Driffield, at a cost of about £37,500.

GLASGOW. Mr. John McNab, Education Offices, 129 Bath Street, Glasgow, is the architect for alterations and additions proposed at Galloway Residential School by the T.C. at a cost of £27,250.

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Hilton

When Machines Cannot Be Supplied In U.K.

Committee Report Advises Duty-Free Imports

Licensing By Consignments, With Minimum Value Of £2,000

LAST Thursday (July 22) the Wilson Smith Committee report* was published on the duty-free entry of machinery into the United Kingdom, which was suspended after the Budget of March, 1952. The main recommendation was that the scheme should be resumed, with modifications.

The committee was appointed in March, 1953, under the chairmanship of Sir Henry Wilson Smith, K.C.B., K.B.E., and took evidence from 145 companies and trade associations, among whom were the British Furniture Manufacturer's Federated Associations and the Machine Tool Trades Association.

"Some discretionary system to permit the duty-free entry of machinery in suitable cases is in the national interest," the report reads, "but we do not recommend the continuation of a general and widespread scheme such as that which has obtained hitherto."

Reasons Still Cogent

The main considerations which gave rise to the original recommendations for duty-free imports of machinery by the Imports Duty Advisory Committee which were incorporated in Section 10 of the Finance Act, 1932, and which caused the Government to resume the practice after the war are still cogent, though there are now some changes in emphasis. The considerations were :—

(i) Although United Kingdom production of machinery was very great and diversified and imports were small in relation to home production, in certain particular fields imports were proportionately substantial and often comprised specialised machines not produced in the United Kingdom;

(ii) As machinery was a part of the capital cost of industry, it was important to place no obstacle in the way of the acquisition of the best available machines by United Kingdom industry at the lowest cost;

(iii) Where similar machines were not for the time being procurable in the United Kingdom the import duty did not serve to protect any U.K. industry;

(iv) At the same time it was very important to encourage the widening of the scope of the production of machinery in the United Kingdom.

Whereas the licensing of duty-free import was administered by the I.D.A.C. before the war, after 1945 the responsibility fell on the Board of Trade, in conjunction with the Ministry of Supply. The committee considered the question of an administering body, the suggestions being: some form of independent committee in close consultation with industry through technical advisory panels; an independent committee comprising representatives of the industrial interests concerned; and administration through Government departments with an independent committee as an appellate tribunal.

The appellate tribunal would lead simply to duplication of work and delays, the committee believe. A committee of representatives of particular interests, apart from the difficulty of getting adequate representation in a manageable committee, would be unlikely to function smoothly.

The other suggestion implied a body like the I.D.A.C. which, though more flexible and expeditious than a Government department, would be too small to attract the service of men of sufficiently high calibre. The I.D.A.C., of course, had the much wider field of a comprehensive independent tariff advisory body.

Closer Consultation

Bearing in mind the general desire for closer consultation with industry, the committee recommends that "the provisions for the duty-free entry of machinery should continue to be operated by Government departments;" and that "the responsible department should set up a consultative committee containing representatives of industry."

It is suggested that as the number of industrial representatives would be small they should be chosen for their personal qualifications rather than as representatives of particular interests.

Originally the I.D.A.C. had expected to define certain classes of machinery as automatically entitled to duty-free entry, or a reduced rate of duty. This would have eliminated much of the need for licensing individual consignments. It was found to be impracticable, however.

They did publish broad lists of classes in which they were prepared to consider applications, but even these had continually to be extended. The Wilson Smith Committee shares the view of the Board of Trade and Ministry of Supply that these lists did not succeed in saving labour when considering applications.

Evidence from industry showed a majority of opinion in favour of duty-free admission by consignments, as a more flexible method.

"We recommend (the report states) that duty-free admission of machinery should be by consignments and that the field of applications should not be limited to specified classes of machinery.

"In making this recommendation we do not wish to exclude the possibility of listing a class of machinery for entry automatically free of duty or at a reduced rate if at any time it is found possible adequately to define such a class."

Defining "Similar"

The original criterion for remission of import duty was whether there was "similar" machinery available from British sources. The question arose whether this criterion should be retained, and if so, how it should be defined.

Where there is doubt whether a machine available here is similar to the foreign machine in question, the suitability of the two machines for the particular purpose in view must be considered. This question of similarity has been one of the most contentious features in the administration of duty-free licensing of machinery.

"We agree," says the report, "that the suitability of a machine for the particular purpose for which it is needed by the user should be taken into account, but we recognise that the practical difficulties of so doing are formidable."

Generally the evidence from industry was that some safeguards

(*continued over page*)

* *"The Duty-Free Entry of Machinery into the United Kingdom. (H.M.S.O., 1s. 3d.)*

MANUFACTURING TECHNIQUES AND IDEAS

"Suitability For A Particular Job" To Count For Duty-Free Licence

(*from previous page*)

would be needed against the subsequent transfer of the machine to other uses for which a United Kingdom machine was available. There was also the point that the "particular use" might be only a small or transient part of the machine's output.

It was recognised that it would be impracticable to guard against the risk of subsequent transfer of a machine to other uses, but that suitability for particular purposes could not logically be excluded. The committee recommends that :—

(*a*) The statutory provision for the remission of import duty on machinery should specify as the basic criterion for duty-free admission the non-procurability of similar machines in the United Kingdom;

(*b*) The suitability of machines for the particular work for which they are required should be taken into account when applying the test of similarity provided that the applicant can establish that the machine is to be used to a very substantial extent for this special purpose.

Delivery Delays

Interpretation of the phrase "not for the time being procurable," referring to the availability of British machines, presented another difficulty. The committee accepts the majority view in the evidence from industry that duty-free entry should be allowed when a similar British machine is not available within a reasonable period from the date of ordering, and that a "reasonable period" should vary with the circumstances of the applicant.

In practice, however, it would be difficult to avoid employing some rather arbitrary rules. The committee's recommendation here leaves the problem unsolved :—

"The administering departments should see whether it is possible to apply somewhat more flexible rules in cases where United Kingdom deliveries are protracted, for example, by varying the qualifying delivery period where necessary according to the type or value of the machinery required, but duty should not be remitted unless the difference between the deliveries offered for the United Kingdom and the imported machines is substantial, and unless there has been timely and adequate consultation with the United Kingdom makers or their trade association. The practice of limiting the period of validity of duty-free licences issued on account of protracted delivery should be continued."

Plant and Parts

Duty-free admission of "plant," parts of machinery, and "non-productive" machinery have been considered. The original provisions referred only to "machinery," but provided no definition. For administrative purposes a working definition has been broadly that of "a device with moving parts for the transmission of mechanical power."

This meant that equipment operating by other than mechanical means, as, for instance, chemical plant, has been excluded. The industrial evidence supports the extension of the provisions to plant, but again there is a need of a workable definition.

While recommending the extension of the provisions to plant, therefore, the committee advises very close scrutiny of applications and recommends remission of import duty only on those constituent parts which are not obtainable in the U.K.

Vexed Question

Machine parts provide another vexed question, principally because it is thought that a great deal of the demand for parts could be met, by small jobbing firms for instance, in this country. The committee recommend that the post-war policy of the Board of Trade and Ministry of Supply should be continued.

That policy limited the duty-free admission of parts and accessories roughly to production parts for incorporation in machines of which the manufacture was being developed in the U.K., the normal complement of spares accompanying a machine, equipment and accessories for a machine already imported under a duty-free licence provided they were required to complete the original order, parts which were in themselves complete mechanisms where duty-free admission was considered expedient, and additional equipment required to extend the capacity of a machine imported under a duty-free licence.

A qualification to this recommendation is that the minimum value limit should apply to parts.

Not Office Machines

On non-productive machinery such as office and domestic machinery and vehicles, hitherto excluded from the provisions, the committee recommends no change. None of the evidence submitted raised this issue.

To limit the application of the provisions, the committee considered the imposition of a minimum value limit on applications. Previous applications of this principle have varied considerably.

Expense Unwarranted

"We do not consider that the import duty on consignments up to £2,000, that is a sum not exceeding £400, is a sufficiently serious burden even on the smaller firms to warrant the expensive administration which would be required," says the report.

"We recommend, therefore, that the applications eligible for consideration should be confined to consignments of similar or closely associated machinery where the value of the machinery otherwise eligible for a duty-free licence required by the individual user is not less than £2,000."

It is emphasised that "consignment" is not intended to refer to a shipload, or to all machinery, etc., imported for one user over an indefinite period. The committee recommends that for the purpose of a minimum value limit an application may cover machines of the same type, ordered at one time, for one user.

A last recommendation is that: "apart from any minimum limit of value which may be imposed, the administrative rules applied to applications should not be published."

THE RECOMMENDATIONS IN BRIEF

(1) Duty-free entry is in the national interest, on a restricted scale.

(2) Operation by Government departments, with industry represented on a consultative committee.

(3) Licensing by consignments, not limited to specified classes.

(4) Criterion should be non-availability of similar machines in the U.K., taking particular purpose of the machine into account.

(5) Flexibility of qualifying delivery period to allow for protracted U.K. delivery dates.

(6) Provisions extended to plant, subject to close scrutiny.

(7) Subject to minimum value limit, previous policy on admission of parts to continue.

(8) Admission limited to productive items.

(9) Minimum value limit of £2,000 per consignment.

(10) Administrative rules, apart from minimum value, not to be published.

Does Your Production Pay?

Modern Methods Are The Only Way To Meet Competition

FROM the American monthly newspaper, "Woodworkers Reporter," comes this pertinent editorial on the furniture industry's place in a competitive world:—

"If you could raise sufficient capital to set up machinery and plant for manufacturing a highly competitive consumer item would you think twice before sticking your neck out to shoot for a 3¼ per cent return on your net sales dollar?

"We believe most young and ambitious men aspiring for successful businesses of their own in the manufacturing industries would think more than twice before risking the time, effort and capital for such a small return.

"Yet the average wood household furniture manufacturer's rate of profit after taxes is only 3.22 per cent of his net sales dollar. This is about 50 per cent lower than the profit earned by a representative cross-section of all other manufacturing corporations.

"This profit picture of the furniture industry based on Seidman and Seidman's 34th annual analysis just released is not a rosy one. Especially in view of the fact that shipments [*dispatches*] for 1953 totalled $1,800,000,000—an all-time high for furniture manufacturing."

Battle Royal

"There's a battle royal right now, as you well know, being waged by furniture manufacturers and industry in general to entice the spending of the huge amount of accumulated savings and purchasing power in the hands of the consumers.

"With furniture manufacturers on all sides of you and in almost every state in the nation slugging it out for their share of business the going will be rougher by the week.

"'Despite the many economic cross-currents, the current buying potential which exists and will continue to exist,' Seidman and Seidman say, 'offers a golden opportunity for alert management!'

"The economists point out that furniture companies whose products are lagging in consumers' preferences and whose costs and prices are not being held in check by modern methods will find the going particularly rough. Many will fall by the wayside.

"There will be great respect from competition for those furniture manufacturers who modernise their plants, introduce new products, reduce their costs and intensify their merchandising methods."

Have To Be Ahead

"If you merely keep up with the average manufacturer, your best hope is a 3¼ per cent return which allows you to exist. To make money—the kind the average manufacturer makes in other industries—you'll have to be way ahead of your competitors in designs, products, costs, manufacturing methods and merchandising.

"There's no doubt about it. The hard, cold facts prove that you can't compete, let alone make an average return, with out-dated production machinery, obsolete methods, inferior materials and supplies.

"Take a look around your plant. Do things to make it worth your time and effort to be in business? Shoot for something higher than a measly 3¼ per cent return. Better machines are available. Better materials are available. Better methods can be applied. Make it worth your time and effort."

Even allowing for the somewhat different circumstances in the U.S.—not excepting the "huge amount of accumulated savings"—and rather self-conscious way of presenting the ideas, there is meat in that passage for British manufacturers.

Sixpence In The Pound

No precise figures are available to compare with the 3.22 per cent return on sales, but a careful estimate is about 2½ per cent. As in America, the rest of industry shows a higher percentage yield.

Testing Of Tropical Timbers Was Forest Products Major Project

"FOREST Products Research 1953," the report of the Forest Products Research Board and the Director of Forest Products Research is published by H.M.S.O., price 3s. (post 3s. 2d.).

The major project receiving the attention of the Forest Products Research Laboratory at Princes Risborough has been, as in previous years, the testing and evaluating of new tropical timbers likely to be of importance to manufacturers. Another important function has been satisfying the increasing demand from the timber industry for data and advice on day-to-day problems.

These two major charges on the resources of the laboratory, neither of which can be neglected, have resulted in some slowing of the long-term research work being done at Princes Risborough.

New Kilning Technique

A development in kilning technique is the use of superheated steam as a drying agent. Although this has previously been used, knowledge of its use in the kilning of hardwoods is scanty. Tests on two lightweight hardwoods have shown that they can be dried by this method in about a third of the time taken by traditional treatment. The amount of checking and distortion is only slightly greater than that resulting from normal kiln drying, but collapse occurs to an appreciably greater extent.

The new process developed at the laboratory for making plywood corners of small radius has been of considerable interest to the furniture industry, and a successful innovation has been the use of low-voltage metal heating elements of large area for applying heat to the glue lines.

Bending English Oak

The use of high softening temperatures in the softening of English oak has also been the subject of experiments. It has been found that immersion of the wood in water at boiling point before bending results in bends that are more satisfactory than those produced by treatment at any lower temperature.

Weathering tests of plywood have been carried out, both in this country and in Nigeria, over a period of three years. The principal object was to assess the durability of the glues used in its manufacture. Resins of the phenol and resorcinal types showed negligible deterioration but others tended to fail in the most severe tropical exposures.

Studies of the common furniture beetle and the house longhorn beetle

(*continued over page*)

HARDWOOD MARKET

By Quercus

Oak, Beech, Ash Shortage Eased

THE current shortage of oak, beech and ash has been relieved to some extent in the past week or so, it is reported, by the additional home-grown supplies available. There has recently been an accelerated rate of extraction from the woods, and as a result supplies of fresh-felled oak, beech and ash logs are now more plentiful. It is still difficult, however, to obtain good quality sycamore. The home-grown trade reports that the demand for sawn stock is reasonably good although some dissatisfaction has been expressed with prices.

* * *

In the imported hardwood trade both the domestic and forward markets remain dull. There is not a great deal of concern about this, however, as it is realised that this state of affairs is largely seasonal. Indeed, in comparison with the same period last year the general run of business is somewhat better, although it is admitted this has been mostly confined to small orders at very competitive prices—a good many of these orders coming from the furniture industry. Despite the fact that the forward market is also very quiet, shippers on the whole are showing little inclination to revise their price schedules. Obviously there is little encouragement for them to do so. Importers and merchants generally realise that they must look to their stocks, especially of better quality oak, and the resistance to Japanese and Yugoslavian prices which was a feature of the market a few weeks ago has now lessened considerably. Impetus to this has, of course, been given by the waning of hopes of early re-opening of the dollar hardwood market.

* * *

In the plywood section of the trade the slackening off in the demand for blockboard continues and plentiful supplies are reported. Finnish plywood prices generally remain very firm, and there is also some difficulty in locating certain supplies, particularly of cut-size panels. The overall supply is good and there have recently been some fairly substantial arrivals of Japanese lauan plywood. Prices continue to show substantial increases on the 1953 schedules.

New Ideas From America

Stroke Rubbing Machine Is Fully Automatic

SHOWN in the U.S. recently for the first time was the Curtis Model 48-R4 hydraulic automatic stroke rubbing machine for the furniture industry.

Maker's claims for the new machine are: high speed rubbing with coated abrasives, rubbing compounds or wax; automatic, adjustable horizontal travel for length of rubbing stroke; vertical beam adjustment for height; automatic ejection of coolant or rubbing compound; air-controlled holding arms for holding complete case or top.

The hydraulic power unit glides the rubbing pads at speeds up to 250 strokes per minute. Stroke length and speed adjustments, infinitely variable up to the maximum, are all within reach of the operator, and it is claimed that all adjustments can be made while the machine is in high or low speed operation.

* * *

Built For Wet Sanding

A BUILT-IN water attachment for wet sanding is a feature of a new orbital-type air sander produced by Sundstrand in America. Its speed, up to 6,000 cycles per minute, is claimed to make it ideal for rough or preliminary sanding.

Small and compact, it weighs only 4½ lb. and fits snugly into the palm of the hand. The makers say it is precision constructed and counter-balanced to minimise vibration and reduce fatigue. Air consumption is said to be only 5½ to 7 cubic feet per minute.

* * *

New Synthetic Foam

A NEW synthetic elastomer foam introduced in America under the name "Airfoam SL" is claimed to provide a product of higher compression with less weight than natural rubber latex foam and give greater tensile strength.

It is resistant to fire and to deterioration from sunlight, oil and grease, the makers say. Texture can be varied from that of a silky fine to a rough coarse material.

* * *

New Machine Mortises and Tenons

DESCRIBED as "an entirely new kind of woodworking machine," the Wallace Routiser, produced recently in America, is claimed to do the work of a mortiser and tenoner at a fraction of the cost.

It mortises both stiles and rails. All parts are mortised on the same machine, same set-up, same surface to the table, so that parts are said to be joined perfectly flush. The joint is made either with a separate tenon or with multiple dowels.

A two-position table gauge positions the material for right and left hand cuts, alternately, with one set-up.

F.P.R.L. Study Infestation

(*from previous page*)

have been given priority because of their importance. The suitability of various timbers and plywoods for breeding and egg-laying by the furniture beetle has been studied.

The house longhorn beetle, a serious pest on the Continent, is found only in certain areas in this country, Surrey being the locality in which infestation is greatest. The laboratory is co-operating with the local authority concerned and with the servicing firm which is treating the infested houses. Experiments show that temperature and humidity are important factors in the hatching of eggs and in the rate of larval growth.

New Sawbench Saves Time, Labour

A NEW rise and fall turntable sawbench, the "Woodman," by Alex. Wilson (Aberdeen) Ltd., is the result of several years of work. The makers claim that it is calculated to save up to a third of working time and labour costs, compared with fixed models.

The table, 44 inches long and 30 inches broad, swivels in a complete circle. The fence is angle-setting with standard markings and screw adjusted; the spindle is a heavy duty type with a double row of ball bearings, and steel saw retaining washers are used. The machine uses piston and cylinder rise and fall motion through machine-cut bevel pistons and square cut thread.

The saw guard below the saw and belt is of heavy gauge steel. The top saw guard has a rise and fall by screw motion and is designed to swing aside easily. A sliding front shield is fitted. The drive is by 6 h.p. electric motor with a multi vee belt, and is controlled by push-button starter.

CITY NEWS + CITY NEWS + CITY NEWS + CITY NEWS + CITY N

Trading Results

Greaves & Thomas Profit Up

Group trading profit of **Greaves & Thomas, Ltd.,** is up from £225,113 to £236,794 for the year to March 31. After deductions, including taxation of £108,529 (£114,384) the balance is £72,594 (£60,559). Final dividend recommended is 14 per cent on capital increased by a one-for-four scrip issue, following an interim of 6 per cent on the smaller capital.

Wrighton Profit Trebled

Net profit of **F. Wrighton & Sons (Associated Companies), Ltd.,** is trebled for the year to March 31, rising from £14,549 to £43,666. Before tax of £50,099 (£24,596), gross profit is £128,061 (£68,884). Dividend is increased from 15 to 20 per cent.

From Loss To Profit

For the year to March 31, **John Wright & Sons (Veneers), Ltd.,** turned the previous year's loss of £16,408 to a profit of £24,321. After tax of £14,400 (£4,500 recoverable), net profit is £9,941 (loss £11,908). Ordinary dividend is 5 per cent less tax (nil).

More Footman Pretty Figures

Consolidated trading profit of **Footman Pretty & Co., Ltd.,** for the year to January 31 is £245,252 (£219,873). After deductions, including tax of £89,312 (£99,913), net profit is £139,841 (£104,409), plus E.P.T. post-war refund £23,016 and tax provision no longer required £78,820.

John Oakey Double Interim

Interim dividend of 5 per cent for 1954 declared by **John Oakey & Sons, Ltd.,** does not indicate an increase in the final dividend, the directors say. Last year's interim was 2½ per cent.

Lewis Berger Increase

For the year to March 31, **Lewis Berger & Sons, Ltd.,** consolidated trading profit is £891,187 (£489,668). Net profit is £772,066 (£411,152), subject to tax of £395,000 (£199,000).

County Court Judgments—next page

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

Thomas (Furnishers), a firm, 76 Shepherds Bush Road, Hammersmith, London, W.6, retail furnishers. Receiving Order July 14.

VOLUNTARY LIQUIDATIONS

E. Beattie & Co., Ltd., Little Britain, London, E.C.1, dealers in furnishing fabrics.

At the statutory meeting of creditors a resolution was passed for the appointment of Mr. D. E. Green, accountant, 4 Dove Court, Old Jewry, London, E.C., as liquidator, with a committee of inspection.

According to statement of affairs liabilities were £10,362 (£7,814 due to trade creditors) and net assets £4,361, deficiency £6,001.

R. F. Westacott, Ltd., 39-41 Blackburn Road, Church, Lancs; and at Market Street, Church; Oswaldtwistle; and Great Harwood, house furnishers.

In accordance with provisions of Section 293 of the Companies Act, 1948, a meeting of creditors was held recently when statement of affairs showed liabilities £6,672 (£4,191 due to trade creditors) and assets scheduled at £6,436, a deficiency of £236.

Company was incorporated in November, 1950, with £500 nominal capital, of which £100 had been issued.

Creditors were informed that members of company had not passed necessary resolution for voluntary liquidation, but had adjourned their meeting, leaving creditors to decide the best course to adopt.

Creditors resolved that members of company should pass a resolution for voluntary liquidation, and that Mr. R. F. Bendall, C.A. (Poppleton and Appleby, 31 Lloyd Street, Manchester, 2) be appointed liquidator, with a committee of inspection.

The following are the principal creditors:—

Brun Tile Co., Ltd., £278; Wm. Goodacre & Sons, Ltd., £440; Fred Holmes (Bradford), Ltd., £160; Merit Chair Manufacturers, Ltd., £218; Preston Mattress Co., Ltd., £525; Rolph & West, Ltd., £195; Sunderland Cabinet Works, Ltd., £424; S. Spanglett, Ltd., £166; Siddall & Hilton, Ltd., £290; Bankers, £491.

BANKRUPTCY REPORT

Harold **Pay,** carrying on business as **"Home Servicing Co.,"** 37 Broad Street, Parkgate, Rotherham, Yorks, carpet and linoleum retailer.

At the public examination it was reported that statement of affairs showed a deficiency of £500. Debtor, who started business on his own account in June, 1953, attributed his failure to lack of foresight and capital, and competition from a shop across the road.

The examination was concluded.

CHANGES OF NAME

Becklin, Ltd., manufacturers of and dealers in household goods and furniture, nursery furniture, perambulators, toys, etc., 3 Broad Street Buildings, Liverpool St., E.C.2.—Name changed to Pakopram, Ltd., on June 16.

Charles H. Stevens & Co., Ltd., chair and furniture frame manufacturers, etc., 29 Moseley Street, Birmingham, 5.—Name changed to Rea Cabinet Co., Ltd., on June 23.

Latex FOAM RUBBER

DUNLOPILLO Cushioning
STOCKISTS OF ALL STANDARD MOULDINGS & MATTRESSES
EXPERTS IN FABRICATION TO ANY SHAPE OR SIZE
Prompt Delivery Unequalled Service
LATEX UPHOLSTERY LTD.
THE LEADING SPECIALISTS
41, LONSDALE ROAD, LONDON, W.11
BIRMINGHAM TELEPHONE BAYSWATER 6282 GLASGOW

NEW COMPANIES

The undermentioned particulars of new companies are taken from the Daily Register compiled by Jordan & Sons, Ltd., Company Registration Agents, 116 Chancery Lane, W.C.2.

Jenson & Nicholson, Ltd.—Registered July 2, 1954. To acquire the whole or any part of the undertaking and business of Jenson and Nicholson Group, Ltd., and to carry on business of manufacturers of and dealers in paints, varnishes, japans, enamels, etc. Nominal capital: £100 in £1 shares. Directors: Not named.

Sustev Products, Ltd.—Registered July 2, 1954. To carry on business of furniture manufacturers and dealers, etc. Nominal capital: £100 in £1 shares. Directors: Not named. Subscribers: H. Levin, 88 Hulse Avenue, Barking, Essex; C. Coleman, 51 Ravenscroft Street, E.2.

Garnell & Co., Ltd.—Registered July 2, 1954. 127 Tarring Road, Worthing. To take over business of cabinet makers and turnery carried on at Tarring Road, Worthing, and 22 Upper High Street, Worthing, by Percy C. Garnell and Eileen P. Garnell. Nominal capital: £1,500 in £1 shares. Directors: P. C. Garnell (life dir.) and Mrs. E. P. Garnell, 65 Rowlands Road, Worthing; F. J. Fennessy, address not stated.

H. V. Francis, Ltd.—Registered July 2, 1954. 40 County Road, Walton, Liverpool. To carry on business of shopkeepers, retailers of and dealers in household goods, furnishings, etc. Nominal capital: £5,000 in £1 shares. Directors: H. V. Francis and Mrs. F. I. Francis, 11 Alt Road, Knowsley Prescot, Lancs.

Cooper's Office Furniture Co., Ltd.—Registered June 23, 1954. 24 Broad Street Place, E.C.2. To carry on business of manufacturers of and dealers in typewriters, duplicators, office furniture, etc. Nominal capital: £1,000 in £1 shares. Directors: E. J. Madle and Winifred M. Madle, 21 Hardwicke Road, N.13; K. E. Madle, 118 Inderwick Road, N.8.

INCREASES OF CAPITAL

L. Nesbit Evans & Company, Ltd., bedstead manufacturers, etc., King Street, Wednesbury, Staffs.—Increased by £42,500, in 17,500 Ordinary and 25,000 5 per cent Cumulative Preference shares of £1 each, beyond the registered capital of £7,500.

Kencarl (Wigan), Ltd., hire-purchase financiers, etc., 42 Orchard Street, Wigan.—Increased by £5,000, in £1 Preference shares, beyond the registered capital of £5,000.

Cabinet Industries, Ltd., framemakers, cabinet and furniture makers, etc., Walthamstow Avenue, E.4.—Increased by £100,000, in £1 Ordinary shares, beyond the registered capital of £100,000.

Kraft Productions, Ltd., manufacturers of furniture, glassware, basket woven fabric and wicker goods, etc., Cornboro Place, Bridgwater.—Increased by £10,000, in £1 Ordinary shares, beyond the registered capital of £20,000.

Jubilee Floating Springs, Ltd., upholsterers, etc., Grand Theatre, Union Street, Plymouth.—Increased by £12,500, in 5,500 Ordinary and 7,000 10 per cent Cumulative Redeemable Preference shares of £1, beyond the registered capital of £1,000.

Cronsdale Furniture Company, Ltd., 4 Broad Street Place, E.C.2.—Increased by £4,500, in £1 Ordinary shares, beyond the registered capital of £500.

Spivack and Roberts, Ltd., furniture makers, etc., 146 Bishopsgate, E.C.2.—Increased by £1,000, in £1 Ordinary shares, beyond the registered capital of £1,000.

Britannia Furniture, Ltd., 182 High Street West, Sunderland.—Increased by £2,900, in £1 Ordinary shares, beyond the registered capital of £100.

"World" Service Bureau

Some Enquiries Answered

9891.—Combined dressing table and wardrobe.
9892.—Cream enamelled kitchen chairs.
9893.—"Forway" dining table.
9894.—Address of Nu-Finishes, Ltd.
9895.—Address of Gimson & Slater.
9896.—"G-Plan" furniture.
9897.—Furniture warehouses to West of Bristol.
9898.—Mirrors with walnut and oak frames.
9899.—"Vesper" furniture.
9900.—"Servis" washing machine.
9901.—"Pioneer" washing machine.
9902.—"Parnell" washing machine.
9903.—"Lingerin" chairs.
9904.—"Shefco" kitchen cabinets.
9905.—Address of Flexible Packaging, Ltd.
9906.—Filter Vac R.M.22 vacuum cleaner.
9907.—Address of Carr Fastener Co., Ltd.
9908.—"Hardura" rubber flooring.
9909.—Spring-interior mattresses with electric blanket.
9910.—Hair cord carpets.
9911.—Suppliers of television sets to the trade.
9912.—Re-wooding of mangle rollers.
9913.—Address of Silverdale Manufacturing Co.
9914.—Fancy cushions.
9915.—D.C. piping.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

D. B. Burwood (Hove), Ltd., registered office Windesham Avenue, Brighton, 1, furniture manufacturers. £40 18s. 6d. June 18.

Grahames (a firm), 137a Kensington, Liverpool, 6, specialist in reproduction furniture. £14 5s. 8d. May 5.

The House of Curzon (a firm), 43 Headstone Road, Harrow, furniture dealers. £10 6s. June 10.

Lee Furnishers, 8 Marine Parade West, Lee-on-Solent. £21 17s. 6d. May 28.

Lee Furnishers, 8 Marine Parade West, Lee-on-Solent. £43 0s. 5d. May 28.

Arnold, H. (male), 159 Langdale Mansions, Langdale Street, E.1, cabinet maker. £11. June 8.

Lukaszyk, John, 8 Cavendish Road, N.W.6, cabinet maker. £10 13s. 6d. June 16.

R. F. Westacott, Ltd., registered office 39-41 Blackburn Road, Church, house furnishers. £13 1s. 9d. June 19.

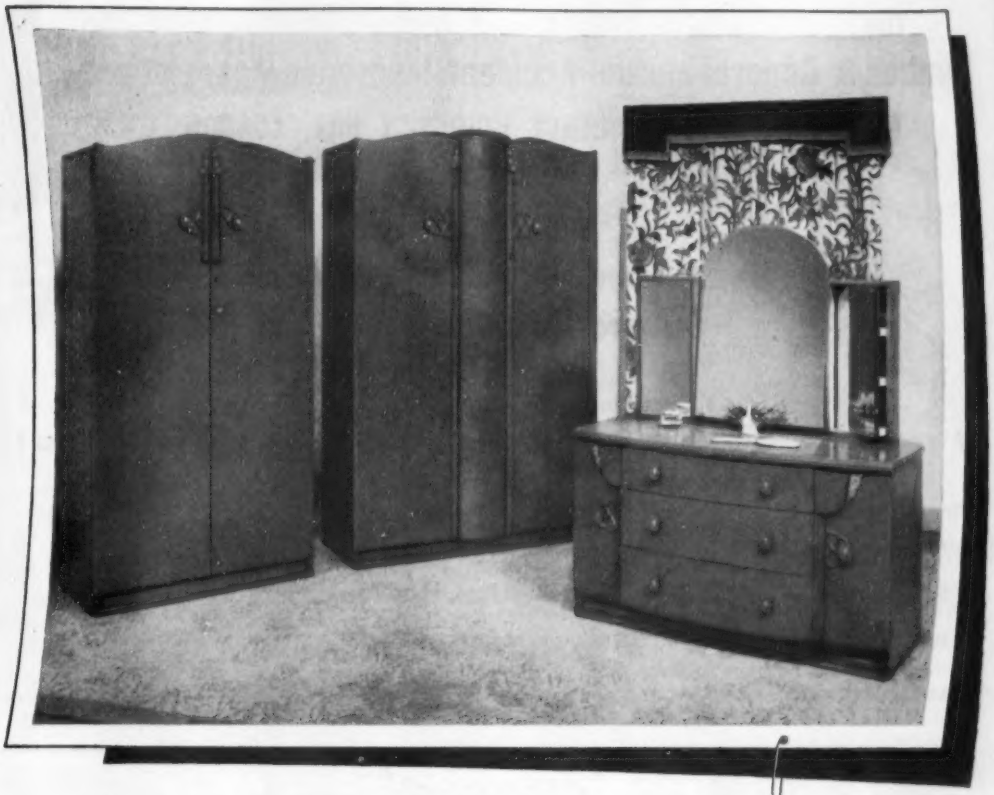
Palmer, Alfred Edward, 58 Dunsmuir Road, Stamford Hill, N.16, furniture upholsterer. £35 3s. 7d. June 23.

Welch, Leonard James, Market Place, Warminster, furnisher. £25 5s. (taxation June 3). April 12.

Walsh, Herbert, 36 Queen Street, Whitehaven, master upholsterer. £16 1s. June 25.

Joseph, Antony, 89 Fellows Road, London, N.W.3, furniture dealer. £36 17s. 3d. June 17.

SHEEREX FURNITURE REGD
THE NAME THAT STANDS FOR THE BEST IN BEDROOM SUITES
King & Darbyshire Ltd
TRENTHAM MILLS · WIGAN



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—at the Right Price

The light-hearted gaiety of the Wyvern oak bedroom suite—note the Spin Wing Cosmetic Side Mirrors—takes the customer's eye at once. And the quality of workmanship bears the closest inspection. Yet the price is right for big sales. May we send you photographs and descriptive literature?

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FOUNDED IN THE YEAR 1916 TO FURTHER THE INTERESTS OF THE TIMBER AND ALLIED TRADES

EMPLOYERS' LIABILITY — GENERAL THIRD PARTY (Public Liability)

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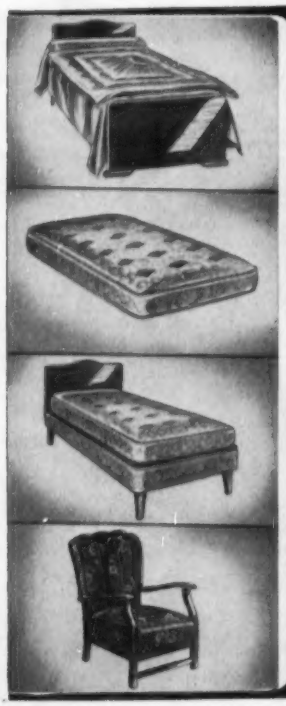

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AUTOMATIC

FLAP-STAY

Designed especially for ANY position where a flap can be used and adaptable for a variety of articles.

Truly a Flap Stay with over a Thousand Uses

Simple and fault-proof—just raise and it locks AUTOMATICALLY, press centre hinge and it releases.

Whilst locked it holds flap completely RIGID.

Fully automatic, nothing to go wrong—will last for ages.

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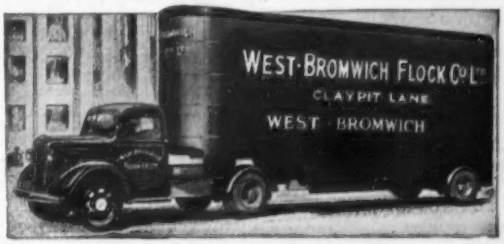
Prompt delivery guaranteed on every order for FLOCK

To every corner of the British Isles, we maintain regular deliveries by road or rail. Your order for recognized grades of flock is therefore executed with the greatest possible speed.

We specialise in the manufacture of all grades of flock for garnetting, made to the various required Animal Fibre Contents.

Take advantage of our prompt and reliable delivery of first-grade flock. Order regularly—and keep your production lines moving. Our delivery service will save you space.

Modern covered vans ensure immediate delivery



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BONE GLUES & SKIN GLUES
All Grades Sheet and Powder
Special Adhesives for all Trades

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Telephones: Head Office: Waterloo 2326 (3 lines)
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HARDWOOD IMPORTERS
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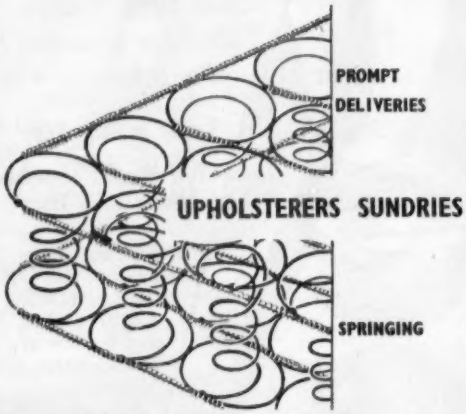
WATERLOO, LIVERPOOL, 22

WE CAN SUPPLY
CUSHION SPRING INTERIORS



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" Situations Vacant " and " Wanted " and " Representatives Wanted "—2/- a line.
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All other Headings—2/6 a line, approximately six words. Box Number Advertisements—address counting as one line plus forwarding charge of 1/-. Display panels 30/- per inch, 25/- per ½ inch. Address: 180 Fleet Street E.C.4. 'Phone: CHAncery 8844.

ALL ADVERTISEMENTS RECEIVED BY FIRST POST ON TUESDAY WILL APPEAR IN THE SAME WEEK'S ISSUE

SITUATIONS VACANT

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CARPET & LINO CUTTER required. Must be experienced in first-class work. Apply Personnel Controller, Bentalls of Kingston-on-Thames, Surrey.

CARPET SALESMAN, must be fully experienced. Good salary and commission. Williams of Kilburn. MAI. 1101.

EXPERIENCED furniture salesman required for established branches. Busy East London district. Excellent salary and commission. Unlimited prospects.—For appointment telephone BOWes Park 7277.

FIRST - CLASS WINDOW DRESSER required for large complete furnishing house. Experience essential. High wages offered to first-class man.—Apply A. Adams & Son (Furnishers), Ltd., 31-41 Clarendon Road, Harrow. 5171.

FURNITURE SALESMAN required, must be experienced. First-class references essential. Permanent position.—J. Collier & Sons, Ltd., 429/431 Brixton Road, S.W.9.

MALE CLERK, aged 20-24, required for buying office of multiple retail furnishers. Five-day week. Luncheon voucher scheme.—Apply in writing, giving full particulars to: Brown Bros. & Taylor, Ltd., 76 Brook Street, London, W.1.

SITUATIONS VACANT

SOFT FURNISHING & CARPETS. Senior Salesman required for expanding depts. Ability to give estimates essential; high class trade. Superannuation scheme.—Write A. R. Hatcher, Esq., Messrs. Hatcher & Sons, Ltd., Taunton.

YOUNG, Keen and Energetic Salesman wanted, with definite sales ability, for H.P. Furniture Trading. Good wages, commission and excellent prospects for the right type.—Apply H. Cassell, Pooles Central Warehouse Ltd., Station Road, Wigan.

REPRESENTATIVES WANTED

FIRST-CLASS REPRESENTATIVES REQUIRED BY **ESTABLISHED LEADING** MANUFACTURER WHO REQUIRES REPRESENTATIVES TO SELL VERY COMPETITIVE AND WELL FINISHED CHINA AND COCKTAIL CABINETS, SECRETAIRES, BUREAUX, COFFEE TABLES, ETC., ETC.:

LONDON
LANCASHIRE
YORKSHIRE
SOUTH WALES
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HOME AND EASTERN COUNTIES AND DEVON AND CORNWALL.

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LIVE WIRE REPRESENTATIVE required for the Midlands Area by well-known and old-established Midland manufacturers of very competitive price upholstery. Every support given to right man and good deliveries assured. Commission basis. Must be car owner with good connections.—**Box No. 9365 Furnishing World 180 Fleet St. E.C.4.**

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COMPANY, manufacturing competitive and nationally-known bedding speciality, with good connections in Midlands among furnishers, drapers, stores, etc., proposes to establish modest distributive depot in Birmingham and will require a representative to take charge. The appointment is permanent offers a good future and commencing salary will be approx. £500 per year, plus car and expenses with commission after economic figures are obtained. Applicants should have a connection or experience in this trade with some organising ability, and be resident on the ground. Read this again carefully and reply fully in confidence.—Box No. 9384 Furnishing World 180 Fleet Street E.C.4.

APPLICATIONS ARE INVITED FOR THE POSITION AS REPRESENTATIVE FOR THE FOLLOWING TERRITORIES:—

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ONLY EXPERIENCED MEN ON THE TERRITORY CAN BE CONSIDERED, AND ARE REQUESTED TO LET US HAVE THE FULLEST INFORMATION POSSIBLE. REPLY MOSS PARTNERS (LONDON), LTD., LEA VALLEY ROAD, PONDERS END, MIDDLESEX.

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WELL-ESTABLISHED FIRM, WELL-KNOWN IN THE TRADE, LARGE STOCKISTS, REQUIRE THE SERVICES OF AN EXPERIENCED REPRESENTATIVE FOR THE LONDON AREA. SUBSTANTIAL REMUNERATION ON BASIS OF COMMISSION AND EXPENSES.

APPLY IN STRICT CONFIDENCE TO BOX No. 9376 FURNISHING WORLD 180 FLEET ST. E.C.4.

REPRESENTATIVE required on commission basis to cover **BIRMINGHAM, COVENTRY, STAFFS** and **LEICESTER** areas; for manufacturers of **"JOYLAND"** Furniture. "Fireside chairs," "Reproduction Dining Suites" and "occasional furniture." Must be energetic man with good connections.—Apply: **"JOYNSON, HOLLAND & CO., LTD., HIGH WYCOMBE, BUCKS.**

CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 54

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 53

REPRESENTATIVES WANTED

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CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 54

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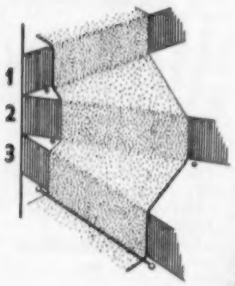

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